



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 1

NEW YORK, MONDAY, APRIL 3, 1950

TEN CENTS

ADVERTISING LEADERS EVALUATE GAINS

Cott Joins NBC As Manager Of WNBC, WNBT

Will Leave WNEW April 20 To Join NBC Staff

Ted Cott, vice-president in charge of programming for WNEW, New York, and widely known in indie broadcasting circles for his leadership in NAB activities, has resigned effective April 20th to join NBC as manager of WNBC and WNBT, New York. Cott will also serve in an advisory

(Continued on Page 6)

ANA Coniab Joins 4A In Final Session

Hot Springs, Va.—The Association of National Advertisers' spring meeting came to a close on Friday as members journeyed to White Sulphur Springs to hear an address delivered by Secretary of Commerce Charles Sawyer at the meeting of the American Association of Advertising Agencies.

One of the final acts at Hot Springs will be the election of officers.

(Continued on Page 8)

Brewster Buys WEAT; Will Move To Florida

Sale of WEAT, Lake Worth, Florida, for \$60,000 was announced last week by Blackburn-Hamilton Company. Buyer is Warren H. Brewster of Laconia, New Hampshire, prominent in New England broadcast activities.

(Continued on Page 4)

Plan Convention

Plans for the annual convention of the Armed Forces Communications Association have been announced by the host chapters, New York City and Fort Monmouth, N. J. Scheduled for May 12th and 13th, at the Hotel Commodore in New York, the convention will draw leaders in electronics, communications, and photography.

'Capital Cloakroom' Capital Show—Johnson

Washington—Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee congratulated CBS Friday on the second anniversary of its "Capital Cloakroom" television program aired 10:30 p.m., each Friday from Washington. Johnson, who was the first attraction on the program and was also featured last Friday, wrote that he felt as if it were "homecoming week." He wrote that he liked the "friendly, homey way" interviews are conducted, and said, "frankly, I like everything about 'Capital Cloakroom'."

Wilmotte Proposes Improved FM System

Washington Bureau of RADIO DAILY
Washington—Engineer Raymond Wilmotte asked the FCC Friday to authorize a new development in FM broadcasting which he calls "bisignal." It would permit the sending of two signals simultaneously on an FM channel, with receivers designed to bring in either without interference. Wilmotte is also the originator of polycasting, a special TV technic to blanket metropolitan areas.

Wilmotte points out that the ability to broadcast two signals simultaneously would permit the use of a single frequency for both signals.

(Continued on Page 2)

Two Sponsors Signed For Half Hours On CBS

Three new time purchases at CBS include a return to the air of two half-hour weekly shows sponsored by Longines-Wittnauer Watch Co., and alternate sponsorship by Pillsbury Mills of a quarter-hour segment.

(Continued on Page 2)

Radio Aid Praised By Brotherhood Wk.

The cooperation of radio and television during Brotherhood Week was termed "magnificent" by Frank Stanton, president of CBS, in a report to board members of the National Conference of Christians and Jews on March 30th. Stanton, who has been acting as committee chairman for radio during Brotherhood Week, commented that it's difficult to compare one year's record with another, since this cooperation has apparently reached a saturation point.

(Continued on Page 6)

NARND Board To Meet In Chicago, April 22-23

Jack Shelley of WHO, Des Moines, Ia., who is president of the National Association of Radio News Directors, has issued the call for the mid-year meeting of the board of directors to be held at Hotel Sherman, Chicago, April 22 and 23. Chief business of the meeting will be the election of officers.

(Continued on Page 8)

4A Speakers Give Progress Report To Convention

White Sulphur Springs, West Virginia — A critical evaluation of advertising's role today was made by speakers at the 1950 annual meeting of the American Association of Advertising Agencies which wound up its sessions at the Greenbriar on Saturday night. One speaker, George C. Reeves, of New York, said that advertising is the lifeblood of the economy.

(Continued on Page 6)

Sales Record In Feb. For Large TV Tubes

Washington Bureau of RADIO DAILY
Washington — RMA said Friday that sales of large-type TV picture tubes to receiver manufacturers reached a new peak in February, as 96 per cent of all cathode ray tubes sold for new receivers were 12 inches or larger in size. Reports by RMA member-companies also showed that 35 per cent of TV picture tubes were sold in February.

(Continued on Page 8)

Chas. Baltin Promoted To Veepee At WHOM

Charles Baltin, associated with WHOM, New York language station for the last ten years, has been named vice-president of WHOM. Generoso Pope, Jr., executive vice-president of WHOM, reported last Friday.

(Continued on Page 2)

RMA Launching Campaign To Aid Distributor Service

Philadelphia—One of the most intensive national distributor educational projects in the history of radio and television will commence in the near future, it was announced Friday by R. C. Sprague, chairman of the Town Meeting Committee of the RMA. Total cost of the project, which will be handled by Howard Browning, public relations counselor, will exceed \$100,000. The basis purpose of the project is to educate retail distributors of radio and television appliances on how to improve sales on merchandising methods, and advertising and business management practices. The project will cover more than 60 major markets and will be financed mostly by 15 cooperating manufacturers on a non-competitive basis.

Known as the Town Meetings of the RMA, the project will be held in 60 major markets and will be financed mostly by 15 cooperating manufacturers on a non-competitive basis.

(Continued on Page 7)

To Discuss Marketing

Arno H. Johnson, v. p., in charge of media research of J. Walter Thompson agency, will journey to Boston, Wednesday to address the Radio Executives Club on "Marketing Opportunities of 1950." The luncheon of the Boston REC group will be held at the Touraine Hotel, Marie Houlihan of WEEI, reported last Friday.



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CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St. Phone: ANdover 3-6050
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg., Dallas, Texas
Phone: Riverside 3518-9
ROME BUREAU
John Percicari
Ludovist 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(March 31)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Kriptin Cited By FTC

A third anti-cold drug company has been charged by the Federal Trade Commission with using "false and misleading" advertising. The accusation against Kriptin, manufactured by Whitehall Pharrnacal Company, follows similar action against Bristol-Myers Company and the Anahist Company, Inc.

WEAV

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONSTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

COMING AND GOING

FRANK STANTON, president of the Columbia network, and JOHN KAROL, sales manager of the web, down to White Sulphur Springs last week for the AAAA meet.

MARTIN CAMPBELL, managing director of WFAA and KBTU, Dallas, and JAMES MORONEY, vice-president of the Dallas Morning News, are visiting television centers in St. Paul, Omaha, Salt Lake City and Los Angeles.

JAMES CONNOLLY, of the American network's stations department, who had been away on a trip visiting affiliates, has returned to Radio City.

OTTO BRANDT, national stations director for ABC, is back at his desk after having attended the CAB convention in Niagara Falls. On the way home he called on network affiliates in Eric, Buffalo and Syracuse.

PHIL BEAN, staff writer in the press department of NBC, has left, accompanied by his wife, for a vacation in Havana. They'll be back in a week.

KENYON BROWN, president of KWFT, Wichita Falls, Tex., in New York last week on station business.

JACK CARNEY, producer of the two Arthur Godfrey programs for CBS, is back from a period of leisure in Florida.

HELEN SIOUSSAT, director of talks for CBS, today will go down to Washington on business.

PHIL ALAMPI, farm news editor for the American network, on Wednesday will go to Philadelphia, where he will address the members of the Eastern Federation of Egg and Poultry Co-operatives.

Chas. Baltin Promoted To Veepee At WHOM

(Continued from Page 1)

president of the Atlantic Broadcasting Company, announced Friday.

Baltin joined WHOM in 1940 as an expert in the file of foreign language programs. He has served in various executive capacities including director of public service broadcasts, program director, and assistant general manager. In his new post, Baltin will supervise the station's sales and program departments.

Prominent in 'Language' Field

Currently Baltin is active in developing a number of important foreign language public service programs for the station. He is responsible for "Operations Naturalization," an experiment in Americanization training and has also produced a series of foreign language safety jingles for the National Safety Council. The safety jingles are being distributed to language stations throughout the country.

A native of New Brunswick, New Jersey, he is a graduate of Rutgers University and Mercer Beasley school of Law. His brother, Will Baltin, is executive secretary of the Television Broadcasters Association.

Nils Granlund Signed For TV Series On KTSL

West Coast Bureau of RADIO DAILY

Hollywood — Veteran showman Nils T. Granlund has been signed to produce and star in two program packages on KTSL, it was announced by Charles L. Glett, vice-president in charge of Don Lee Television. This move expands KTSL's daily operation schedule by an addition of six hours.

The two new packages involve six individual one-hour shows, Monday-through-Saturday, from 10:00-11:00 p.m. The first is "Backstage with N.T.G.," an informal, behind-the-scenes-flavored amateur variety show held five nights of the week, and on the sixth, the winners of each night will compete for top honors on a program called "Hollywood Road to Fame." Granlund will emcee both.

Wilmotte Proposes Improved FM System

(Continued from Page 1)

ity to transmit an additional signal would permit broadcasters to provide a number of services to be paid for by a rental or a subscription arrangement; such as programs fitted to minority tastes or special needs, and communication to mobile units. It would also provide "beep" type of operation without danger of pirating.

The petition suggests that the means of obtaining this result and the services to which it can be applied be left to independent initiative and normal competition, with the one limitation that the maximum permissible strength of the weak program be limited to a sufficiently low value that it has no appreciable affect on the reception of the main regular program.

Two Sponsors Signed For Half Hours On CBS

(Continued from Page 1)

ment of Arthur Godfrey's five-a-week morning show. Effective April 16th, Longines-Wittnauer will air "The Choraliers" on Sundays 2:00-2:30 p.m. and "The Symphonette" also on Sundays, 4:30-5:00 p.m., EST. Both programs were broadcast previously in '48 and until December of '49. The contract was made through Victor Bennett Agency.

Pillsbury Mills will be alternate-sponsor with Wildroot Co., Inc., of the 10:15-10:30 a.m. portion of "Arthur Godfrey Time." Pillsbury replaces the Toni Co. which had a specific 25-week contract with the knowledge that Pillsbury would assume this alternate-sponsorship on April 10th. Agency is Leo Burnett Co., Inc., Chicago.

Pearson Gets New Spot

Leon Pearson, NBC specialist at the UN, has been moved to the 9 to 9:15 a.m. Sunday world news roundup over the network, replacing James Fleming. Fleming's regular program, Voices and Events, was switched from Saturday at 3 p.m. to Sunday at 5 p.m., necessitating his leaving the morning roundup.



"B. B. D. & O. say they're interested"

Yes sir! The big boys are nibbling! The blue chips are falling on the table because big advertisers insist on low-cost results.

Have you got a pet account in your shop that would like to make a killing in the rich Baltimore market? There's a sure fire way in radio.

You just buy W-I-T-H, the BIG independent with the BIG audience. Then you're sure to get more listeners-per-dollar than from any other station in town. W-I-T-H delivers what the blue chip accounts really want—those low-cost results!

Call in your Headley-Reed man for the whole W-I-T-H story.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

How electronic "paintbrushes" create pictures in our newest art form

There's not a single moving part in a Kinescope—but it gives you pictures in motion

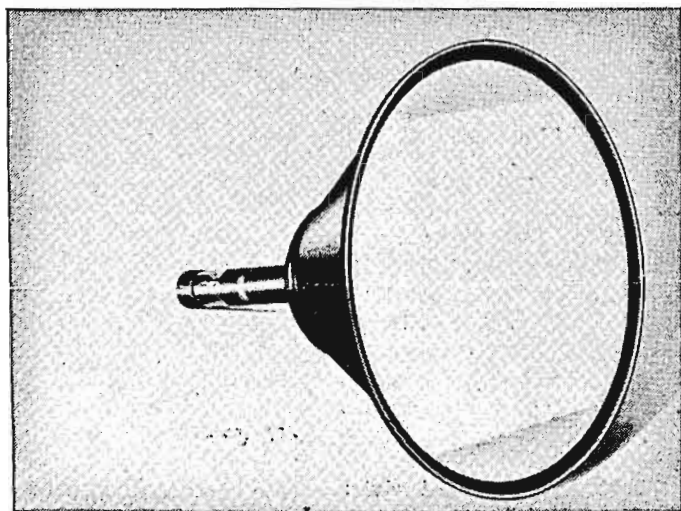
No. 4 in a series outlining high points in television history

Photos from the historical collection of RCA

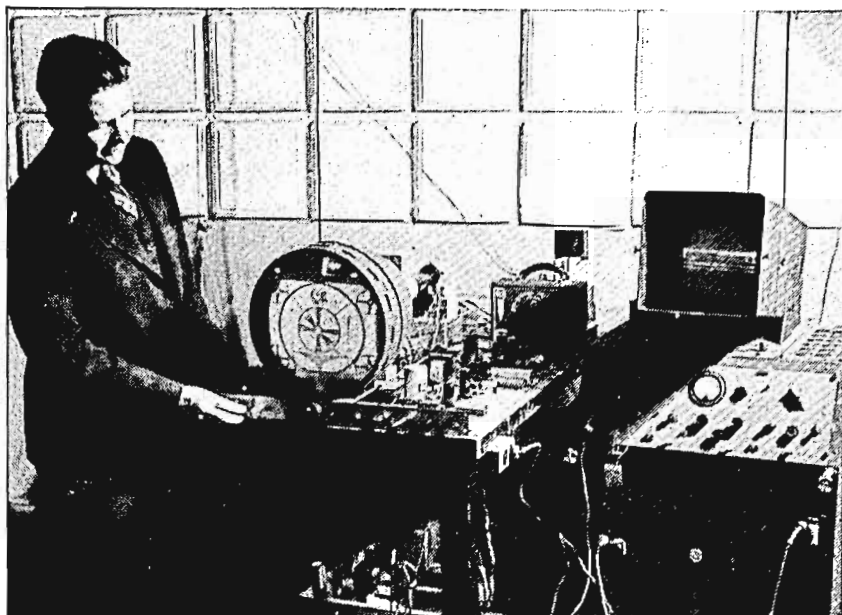
● Ever watch an artist at work—seen how his brush moves over the canvas to place a dot here, a shadow, a line, a mass, or highlight there, until a picture is formed?

Next time you're asked how television pictures are made, remember the paintbrush comparison. But the "brush" is a stationary electron gun, and the "paint" is a highly refined coating of fluorescent material made light or dark in orderly pattern by electrons.

Developed by Dr. V. K. Zworykin, now of RCA Laboratories, the kinescope picture tube is one of the scientific advances which gave us *all-electronic* television... instead of the crude, and now outmoded, mechanical techniques.



New 16-inch RCA glass-and-metal kinescope picture tube, almost 5 inches shorter than previous types, incorporates a new type of glare-free glass in its faceplate—Filterglass.



An experimental model of the kinescope—developed by Dr. V. K. Zworykin of RCA Laboratories—is seen undergoing laboratory tests.

Today, through research at RCA Laboratories, these complex kinescope picture tubes are mass-produced at RCA's tube plants in Lancaster, Pa., and Marion, Indiana. Industrial authorities call this operation one of the most breath-taking applications of mass production methods to the job of making a precision instrument.

Thousands of kinescope faceplates must be precisely and evenly coated with a film of absolutely pure fluorescent material... the electron gun is perfectly synchronized with the electron beam in the image orthicon tube of RCA television cameras... the vacuum produced in each tube must be 10 times more perfect than that in a standard radio tube—or in an electric light bulb!

Once it has been completely assembled, your RCA kinescope picture tube is ready to operate in a home television receiver. In action, an electrically heated surface emits a stream of electrons, and the stream is compressed by finely machined cylinders and pin-holed disks into a pencil-thin beam. Moving back and forth in obedience to a radio signal—faster than the eye can perceive—the beam paints a picture on the face of the kinescope. For each picture, the electron beam must race across the "screen" 525 times. To create the illusion of motion, 30 such pictures are "painted" in every single second.

Yet despite these terrific speeds, there are no moving mechanical parts in an RCA kinescope. You enjoy the newest of our arts because electrons can be made to be obedient.



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

LOS ANGELES

By ALLEN KUSHNER

NOW that Garry Moore is set with CBS for the next five years he will be able to make his move to New York. Garry has been unhappy here and it is certain that he will find his best spot back east.

Tele-Que, new Teevee rating firm in Hollywood, has done such a good job out here that the agencies are buying their services like mad. During the month of March 16, new accounts were added, mostly among the big name agencies.

Bob Crosby has organized a "Brothers of Famous Brothers" Club and following his nitely "Club 15" broadcasts over CBS, gives his after-show audience a special seven-minute song introduction to the unique organization. Bob claims he's lined up the brothers of President Harry S. Truman, Al Jolson, Milton Berle, Bob Hope, etc., so far!

Maestro Frank DeVol has proposed a unique plan to music boss James C. Petrillo whereby the Musician's Union would hold an annual awards affair to present their own-styled "Oscars"—or "Batons" as DeVol calls them, to the best new band of the year, top arrangers of radio shows, television programs, radio house bands, symphony orchestras and name bands. . . . Frank feels that it's high time that the musicians and arrangers received recognition for their efforts in show business as well and believes that a yearly award system will give the music boys more stature.

J. R. Myers has been appointed assistant to the director of television operations for NBC. . . . "Batter Up," a new audience participation show, emceed by Wally Sherwin, began on KLAS-TV, Sunday, April 2nd, from 7:30 to 8:00 p.m.

NBC's newest singing discovery, Greg Mitchell, has been elevated to status of star when it was announced that henceforth his Saturday a.m. show will be known as "The Greg Mitchell Show."

Brewster Buys WEAT; Will Move To Florida

(Continued from Page 1)
vities and stockholder in WLNH. Brewster plans to move to Florida and devote his entire time to the management of WEAT.

Owner of WEAT is R. W. Rounsaville, who has broadcast properties in Georgia and Tennessee. The station operates with power of 250 watts fulltime on 1490 kc. It is NBC for Lake Worth, West Palm Beach, and Palm Beach.

la cienea at fourth
bradshaw
2-4241
Condé
FRENCH RESTAURANT



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Wally Duncan, sales manager of WPIX, N. Y. Daily News TV station, believes that commission salesmen produce the most business—soooo, starting this week, the WPIX lads go to work on a commission basis. . . . Hot battle on in Pittsburgh for the one remaining open TV channel. Seven companies, including Westinghouse, are seeking the channel. . . . AM stations throughout the country are planning musical tributes to BMI on its 10th ann'y which falls during the week of the NAB convention in Chicago. . . . New roster of the membership of Radio Execs Club of N. Y. just came off the press, thanx to Claude Barrere and M. H. Shapiro, who did the editing. Directory is a regular "who's who" of radio and TV in Manhattan. . . . Bill Hedges will turn his crepe paper beard over to Frank Mullen on Tues. nite when latter succeeds him as president of the Radio Pioneers at the annual dinner to be held at the Ritz Carlton Hotel. . . . Wayne Coy, chairman of the FCC, may be asked when he's gonna lift the TV freeze, what's happened to FM and a few more touchy questions when a panel interviews him on "Meet the Press" at the Radio Pioneers dinner. . . . 10-inch screen sets at \$100 or less will be offered to the retail trade during the summer months by several manufacturers. Battery operated portables are said to be among them. . . . C. E. Arney, secretary-treasurer of NAB, already on hand at the Stevens Hotel in Chicago to carry out the thankless task of trying to keep every NAB'er happy during the forthcoming convention.



● ● ● Ed Fitzgerald, male half of the beloved FitzG's, Ed & Pegeen, left his usual breakfast chatting to appear in the role of Mr. Kelso opposite Peggy Wood on CBS-TV's "I Remember Mama" Friday nite. Ed had played the same role several months ago and scored such a personal hit that he was brought back again. Which only proves that our boy is an asset to any show—dramatic or discussion.



● ● ● ONCE OVER LIGHTLY: The Bob Hope-Jane Russell smash at the Paramount paved the way for many more personal appearances by big names who now want to get into the act. . . . How Rich Can You Get? Al Jolson just turned down a \$100,000 offer to do one week of one-niters. . . . Economists debunking optimistic reports of auto manufacturers for sales in the coming year. They say the medium income brackets have TV sets first on the list. . . . The town of Front Royal, Va., will name its new stadium after Der Bingle. . . . A price war, of all things, is raging in the B'way record shops between the Occupied Japan and Occupied Germany harmonicas. (Japan's imports sell for one-third the price of the German). . . . Billy Eckstine, who goes into the Paramount April 12th at \$7,500 a week, is being set for a very beeg network series. His personal manager, Milton Ebbins, is huddling with Wm. Morris' radio dep't on the deal. . . . Dean Carpenter rates a deep bow for coaxing Rudy Vallee back to the p.a. spotlight. Rudy's Roosevelt Grill opening on April 8th is assuming "So. Pacific" proportions in its advance reservations. . . . Geo. Shearing, the blind British pianist, inked for a "We the People" shot. . . . Ken Murray planning a weekly, instead of twice-monthly, telecast next fall.



● ● ● Harold Stein points out this bit of coincidental trivia: On March 30th, RADIO DAILY's "Words & Music" col'm item'd: "Harold Stein buys wife Ethel a Ford." The front page of the same edition carried this banner: "Ford Resumes Web Campaign. MBS Gets Lion's Share of Billing." Well, at least that's Loyalty!



CHICAGO

By HERB KRAUS

GENE McDONALD and his phon vision baby were effectively profiled in this week's Sun Time by ace writer Keith Wheeler. Wheeler revealed that McDonald got his start as a pioneer used-car dealer.

TV Forecast is sponsoring a film series over WENE-TV Thursday evenings, beginning with Benny's "Trans Atlantic Merry-Go-Round."

Hobart Grimes, member of the WBBM orchestra, and his wife are the parents of a son born Frida (17). Other new children were visited on three members of the WBKB staff—Wade Parmelee, cameraman; E. C. Upton, Jr., engineer; and Orion Arnold, transmitter staff.



DAYLIGHT
and
OVERNIGHT
DC-6
MAINLINER
300s
11½ hrs. onestop
to **LOS ANGELES**

"the Hollywood"

Leave noon, arrive 8:30 pm

"the Los Angeles"

Leave 9 pm, arrive 5:40 am

Call

UNITED AIR LINES

OR, AN AUTHORIZED TRAVEL AGENT

Give your Convention Advertising the Impact of Today's News Today

1200 copies of *Radio Daily* will be delivered by hand daily to the 28th annual convention of the *National Association of Broadcasters* at the *Stevens Hotel, Chicago*, April 12th to 19th. This means your advertisement will get full display during the convention's coverage as well as the regular circulation of the industry's daily newspaper.

Get Your Convention Message Across day and date with spot news coverage of the Engineering and Management Conferences.

Advertising forms close for all RADIO DAILY convention issues on April 10th

Cott To NBC As Mgr. Of WNBC And WNBT

(Continued from Page 1)

capacity of James Gaines, director of the network's owned and operated stations.

The appointment of Cott to the managership of NBC's key radio and TV stations came shortly after the announcement that Thomas B. McFadden is leaving WNBC-WNBT to become manager of KNBH, NBC's Hollywood TV outlet. Both changes are in line with the reorganization of operations of NBC owned and operated stations.



COTT

Cott entered radio as dramatic director of WNYC, municipally owned New York station, in 1933 and remained with the station until 1939. From 1939 to 1943 he was producer and emcee of "You Think You Know Music" over CBS, the RCA Victor Sounding Board over WEA, "What's The Good Word?" over Mutual and also directed dramatic serials on CBS.

Joined WNEW Seven Years Ago

He joined WNEW, as program director seven years ago and during his association there has been responsible for many program awards which have come to the station. Last year the station won the George Foster Peabody awards for United Nations songs and over a period of five years the station has won 11 awards from the Radio Conference of the Ohio State University.

Cott's versatility has not been confined to the field of radio. He is the author of four books and has written and produced 33 children's record albums. Cott has also taught radio and script writing and directing at CCNY and Fordham.

In the role of chairman of the unaffiliated stations committee of NAB, Cott will conduct the one-day session of the indie station owners at the coming NAB convention at the Stevens Hotel in Chicago on Sunday, April 16.

Will Sell National Spots Between Rounds Of Fights

Philadelphia—Jack Rensel, general manager of the Sports Broadcast Network, has announced that the network has decided to sell national spots between the rounds of each fight. "Fight of the Week" will be broadcast every Monday at 10:00 p.m. and fed to 32 stations in Md., Pa., N. J., and N. Y. through WPEN, key station of the network. Later, the broadcasts will be extended to all of the web's 146 links. Regardless of the location of the fights (anywhere on east coast) the broadcasts will originate from the ringside.

Progress Reports Given 4-A; Gamble Re-elected President

(Continued from Page 1)

J. Walter Thompson Company vice-president, in his speech on "Advertising" pointed out deceptions used by advertisers. However, this type is only a small part of advertising, he said.

Looking at the better forms of advertising, J. L. Watkins, H. B. Humphrey Company vice-president, cited ads which had a long time pull. Outstanding on radio and television were Old Gold commercials, Fred Waring's "Green Giant" and General Electric commercials, he said. The United States Tobacco commercial on the Martin Kane TV show also rated high in Watkins' opinion. "And of course, in any discussion of radio and TV today," he said, "you must mention Arthur Godfrey. So I do—Arthur Godfrey."

Speaking on radio serials was Elaine Carrington, serial writer. Daytime radio, she said, "needs no defense," though it varies widely. "Some make little pretense of being more than mechanical commercial setups. Others are sincere attempts to give meaning and content to a story while nevertheless keeping within the decided limitations of this medium."

Goshorn Speaks

Keynoting the opening of the AAAA meeting, retiring chairman Clarence B. Goshorn spoke on advertising's responsibility in an expanding market. Said Goshorn: "The job of advertising in our expanding economy is to help make sure that the expansion is growth, not bloating; that the growth is in muscle, not fat; in goods, not dollars; in better living, not softer living; in ambition, not greed; and in the vital capacity to produce more, sell more, and enjoy more, and keep on growing. That job I am sure we can and will do. We're used to it—it's the one we have been doing."

Other speakers at the meeting were: Louis N. Brockway of Young & Rubicam, Inc., Sidney Giellerup of Marschalk and Pratt, Inc., B. C. Duffy of BBD&O, Fairfax M. Cone, James H. S. Ellis of Kudner Agency, Dr. Virgil Reed of J. Walter Thompson, Frank Dunigan of the Brinkman Corporation, Albert Dempewolf of the Celanese Corporation of America and Gordon E. Hyde of Federal Advertising Agency.

Secretary of Commerce Heard

Secretary of Commerce Charles Sawyer delivered the principal address at the formal dinner on Friday night. Sawyer spoke on the role of advertising to sell the American way of life. He was introduced by Stuart Peabody of the Borden Company.

Election of Fairfax M. Cone of the board of Foote, Cone & Belding, Chicago, as chairman of the board of directors of the American Association of Advertising Agencies and the re-appointment of Frederic R. Gamble as president for a two-year term, highlighted the AAAA board

meeting at the Green brier Hotel here on Thursday.

Louis N. Brockway, executive vice-president of Young & Rubicam, Inc., New York, was elected vice chairman.

Ralph L. Wolfe, president of Wolfe-Jickling-Conkey, Inc., Detroit, was elected secretary-treasurer.

Mr. Cone, vice chairman of the AAAA for the past year, succeeds Clarence B. Goshorn, president of Benton & Bowles, Inc., as head of the association.

Directors Listed

Others elected were:

Directors-at-Large: John P. Cunningham, executive vice-president of Cunningham & Walsh, Inc., New York (re-elected to fill Mr. Brockway's unexpired term); Gordon E. Hyde, president of Federal Advertising Agency, Inc., New York; Earle Ludgin, president of Earle Ludgin & Company, Chicago; Henry M. Stevens, vice-president of J. Walter Thompson Company, New York.

Directors Representing AAAA Sectional Councils: New York Council: J. Davis Danforth, executive vice-president of Batten, Barton, Durstine & Osborn, Inc., New York; New England Council: Edward F. Chase, vice-president of Harold Cabot & Co., Inc., Boston; Atlantic Council: Wesley M. Ecoeff, president of Ecoeff & James, Inc., Philadelphia; Michigan Council: J. L. McQuigg, vice-president of Geyer, Newell & Ganger, Inc., Detroit; Central Council: Henry H. Haupt, vice-president of Batten, Barton, Durstine & Osborn, Inc., Chicago; Pacific Council: George Weber, vice-president of Mae Wilkins, Cole & Weber, Seattle.

Continuing in office are the following

Directors-at-Large: Robert D. Holbrook, president of Compton Advertising, Inc., New York; Winthrop Hoyt, chairman of the board of Charles W. Hoyt, Company, Inc., New York; Abbott Kimball, president of Abbott Kimball Co., Inc., New York; Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield, Inc., New York; Albert W. Sherer, vice-president of Mc-Cann-Erickson, Inc., Chicago.

Cone Comments

In accepting the board chairmanship, Mr. Cone said in part:

"The American Association of Advertising Agencies seems to me to be not only in the healthiest condition of its life, but also to have reached, in recent years, its highest peak of usefulness—to its members, to the business of advertising generally, and to all business.

"Advertising is a vital force in the economic system that we call the American way. Mass distribution would be possible without advertising. But mass accumulation—with free choice of goods, which is the basis of our way of living and the thing that keeps our standards steadily rising, would not be possible without it."

Final session was a luncheon on Saturday at which the new chairman was introduced.

Gagsters Plan 'Double-Bill'

The Gagwriters Luncheon at the Headquarters Restaurant tomorrow will be a double-feature—Miriam Marx, daughter of Groucho, will accept a scroll from the National Laugh Foundation honoring her father, and Herb Sheldon, radio wit, will be cited as the comedian-of-the-week.

Radio Aid Praised By Brotherhood Week

(Continued from Page 1)

point. "If anything," he said, "radio was even better in its cooperation this year, and television certainly far exceeded anything it had done before."

In citing the work of radio and TV stations during Brotherhood Week, he told of dramatic and discussion programs on local stations and of the network shows and extensive use of spot announcements. One station, he said, broadcast 17 such announcements, and fifty or hundred for a station was not unusual.

"No report," said Stanton, "can say anything of the impact resulting from the constant plugging day by day, sometimes hour by hour or better, of radio stations coast-to-coast. I am proud of the industry which made this possible." His report was made by Sig Mickelson, CBS director of public affairs.

Sullivan Chairs Board Meet

The board meeting, which took place in the Waldorf-Astoria, was presided over by John L. Sullivan, former Secretary of the Navy and general chairman of Brotherhood Week. Other reports were given by John Farrar, of Farrar, Straus and Co., reporting for magazines; Lee Bristol, of Bristol-Meyers, for advertising; Edwin Canham, editor of the Christian Science Monitor, for newspapers; Ted R. Gamble, of Gamble Enterprises, for motion pictures; Dr. Harold C. Hunt, Supt. of Chicago public schools, for schools and colleges, and Rev. Dr. Julius Mark, of Temple Emanu-El, for books for Brotherhood. Madeleine Carroll, stage and screen star, reported on Brotherhood Week in the New York area. G. Howland Shaw, former Assistant Secretary of the Navy and chairman of the NCC, community organizations commission, gave a report for Gene Tunney, chairman of the Brotherhood Week activities for that commission.

New Comedy Team

A new radio comic team, Jim Kirkwood and Lee Goodman debuted over WOR-TV April 1 and on WOR on April 6. The team which has appeared in the Broadway review, Dance Me A Song, and at nightspot, will feature recorded songs and antics.

They will be heard on AM on Thursdays from 9:30 to 10 p.m. and video on Saturdays from 7:30 to 10 p.m. Mende Brown is producing the show.

DAVID ROSS

Radio — Television — Films

TELEVISION DAILY

Section of RADIO DAILY, Monday, April 3, 1950 — TELEVISION DAILY is fully protected by register and copyright

RMA SPONSORS RETAILER PROJECT

TELE TOPICS

HOLLYWOOD HAPPENINGS: KLAC-TV expects a gross income this Summer from baseball coverage to exceed \$200,000. . . . A seven-station TV association for the Los Angeles area is being planned. . . . KTLA claims eight of the top ten rated shows in the current LA TV Hooperating. . . . Harlan Thompson has been named a CBS West Coast production supervisor. . . . KTTV suspends remote operations temporarily pending completion of their move to new quarters. . . . Pollack and Rogers, a new firm, has optioned 26 original one act plays by Harry Ackerman. . . . CBS has purchased 23 feature movie films for TV showing in New York over WCBS-TV. . . . KTTV has installed a life-size giant TV screen in the 800-seat El Patio theater to study audience reaction to programs produced by the station.

JIMMY POWERS, Daily News Sports ed., turned in another excellent job of fight reporting during the ABC-TV coverage of the Golden Gloves finals from Chicago. Powers was assisted by Bob Elson, Chicago's favorite sportscaster. . . . Tele-Test Exchange has come up with a natural for the presentation of video talent to casting directors et al. They circulate a series of film strips made up of 20-second takes of the talent under discussion. Gimmick offers directors a much better idea of the talent's possibilities than the ordinary call card. . . . The Cathi Norris shopper program over DuMont has been chopped by the web to a half-hour a day starting today. . . . Stan Halperin has resigned from the William Morris office to join Roberts and Carr as vee-pee in charge of sales and program development.

ETHEL GILCHRIST has been signed by NBC as a writer in the web's TV advertising and promotion department. . . . John Shannon just escaped being bitten by a rattlesnake during a video safari for WKY-TV outside of Oklahoma City. . . . WPIX undergoing a flock of resignations, according to Alex Courtney. . . . Cannon Mills are offering dealers free one-minute film commercials. . . . The Murine Company has signed for a heavy spot campaign over WABD, WNBT, WOR-TV and WCBS-TV. . . . Forster Bowen has been elected a director of Starlight Televised Productions. . . . "Vanity Fair" has been renewed by Maiden Form.

WOR-TV PREMIERES "Clubhouse Quiz" on April 14. . . . Robert Scott, story chief at Television Features, has had a play produced. . . . "What's My Line" resumes April 12 over CBS-TV sponsored by Stoptette. Program will be heard on alternate weeks with "Toni Twin Time," which bows Wednesday.

Underwater TV

Video, which to date has been considered primarily an entertainment and advertising medium, has many industrial, educational and military applications as well. The latest development to reach public notice is the completion of a four-year Navy TV research project which shows that video may be used in aerial reconnaissance, underwater photography and engineering research and training. The Navy first used video successfully during the war to guide pilotless planes to bombing objectives in the Pacific. Currently, the Navy uses to keep divers on deck informed of the progress of other divers underwater which results in considerable savings in time when relief divers go under water to continue the job in hand.

Kalmus, Richmond To Make TV Receivers AER To Hold Meeting On Educational Tele

West Coast Bureau of RADIO DAILY
Los Angeles—A "Natalie Kalmus Television" receiver will be produced by the Richmond Television Corporation as a result of an agreement between Mrs. Kalmus, of Technicolor, and J. A. Richard, furniture designer and builder, it has been announced. Plans of the pair call for the unveiling of their new product this week here.

Pegged to retail at \$395 to \$1,000, the Kalmus receiver will be a "high quality product" with a screen of either 16 or 19-inches. The manufacturers expect to produce a 23-inch screen set in the near future.

According to spokesmen for the new partnership, the Kalmus receiver is easily converted to color if and when the FCC approves color transmission.

All sets will be of modern design and distribution, according to a company spokesman, will be limited to a selected list of dealers.

Philadelphia—The Philadelphia Chapter of the Association For Education By Radio will hold a two-day conference on "Television and Education" in Philadelphia on April 20-21, it has been announced. The conference will be held in conjunction with Bookman's Week at the University of Pennsylvania.

Sam Serota, WIP president of the Philadelphia AER, will open the conference at the University Museum. Following the opening, sessions will be held on Classroom Utilization of Television, Workshop On Television Techniques For Educators, and School Station Cooperation in Television.

In addition to Serota, conference speakers include Senator Francis J. Myers, R. V. Tooke, WPTZ; Donald W. Thornburgh, WCAU-TV; Roger W. Clipp, WFIL-TV, Ruth Weir Miller, WCAU-TV and a host of educators and television minded teachers.

Press-Time Paragraphs

"Man Bites Dog" Gimmick

Hollywood—The entry of the Wynn Oil Company into TV advertising was marked by the "man bites dog" gimmick. Wynn, in search for prime advertising time availability and top local programs invited station time salesmen to lunch to discuss their needs. Luncheon resulted in Wynn getting two spots on KTLA-TV.

Belgians Move To Install TV

Brussels—The Belgian government is currently negotiating with groups representing U. S., British and French TV manufacturers for the installation of video throughout the country. The French seem to have the inside track in landing the lucrative business.

Sets Selling Fast In Philly

Philadelphia—Philco reports that TV set production and sales have reached 20,000 receivers a week. Company expects to hit 25,000 a week for an annual production of 800,000 sets.

Video Ups Power Consumption

Los Angeles—TV sets in use in this area have added about 14 per cent to the normal power consumption, according to local utility officials. Average consumption is 1,600 KW hours using 225 KW hours.

Major Educational Effort To Cost \$100,000

(Continued from Page 1)

Television Dealers, the project stems from the recent successful RMA program of stimulating radio technicians to upgrade themselves to the servicing of video receivers.

Toward the end of this program, the RMA authorized research into the possibility of using the same technique of meetings, on a wider scale, to help the dealer in his conversion from radio to handling television sets of far greater complexity, cost, and value.

Following approval of the research by the RMA, the resulting plan was submitted to set manufacturers for their approval or rejection. They were asked and agreed cooperatively to underwrite national expense of preparing four educational slide-film presentations for use in the 60 marketing areas in the two months just prior to this 1950 fall season. Local expenses will be borne by cooperating distributors.

Mr. Sprague announced that the initial list of participating manufacturers includes Raytheon Manufacturing Company; Crosley Division, Avco Manufacturing Corporation; Allen B. DuMont Laboratories, Inc.; Emerson Radio and Phonograph Corporation; General Electric Company; Hoffman Radio Corporation; Industrial Television, Inc.; Motorola, Inc.; Noblitt-Sparks Industries, Inc.; Packard-Bell; Philco Corporation; RCA-Victor Division; Stromberg-Carlson Company; Westinghouse Electric Corporation; Zenith Radio Corporation.

Gordon Elected Chairman Of General Business Films

Larry Gordon has been elected chairman of the board of General Business Films which his studios recently purchased, it has been announced. Other officers elected in GBF include: William Van Praag, president; Otto H. Sutter, executive vice-president; Philip de Mun, secretary; Arthur Otto, general sales manager; Bert Lawrence, head of story department; W. Robert Woodburn, head of documentary department.

New TV Program

Gifford Phillips' Teevee Film Co. (TFC) put its new television property, Veronica, on the air over KNBH, Hollywood, at an unscheduled time to a kinescope copy.

ANA Confab Joins 4A In Final Session

(Continued from Page 1)

Springs was the issuance of a joint ANA-AAAA Committee on Economic Education report. The committee affirmed its continued support of the work being done by the Advertising Council and endorsed the American Credo of Freedoms Foundation, Inc.

Among the speakers heard on Friday was Cyrus Ching, U. S. Mediation and Conciliation Director. Others heard were: Fred Wilkie, v-p of Joseph E. Seagram and Sons, Guy Berghoff of the Pittsburgh Plate Glass Company and David Tibbett of the New England Mutual Life Insurance Company.

NARND Board To Meet In Chicago, April 22-23

(Continued from Page 1)

The meeting will be the mid-year reports of NARND committees and officers and the selection of the exact dates and hotel headquarters for the 1950 NARND convention in early November. Charles Sebastian, WFJL, Chicago, president of the Chicago Radio News Association, will confer with the board to coordinate the final arrangements for the convention in Chicago. Tentative program arrangements for the convention will be placed before the board by first vice-president Ben Chatfield, WMAZ, Macon, Ga.

New Literary Program

A new literary discussion program, Tips to Readers and Writers, will be added to the WEVD schedule on April 4. The Tuesday show from 9:30 to 10 p.m. will be conducted by Gorham Munson, author of The Written Word. Authors and editors will discuss new books together with a reader who is not connected with the writing or publishing business.

Doebler Returns To KMOX

C. W. Doebler, veteran radio sales promoter, has been appointed sales promotion manager of CBS affiliate KMOX, St. Louis, Mo., according to an announcement by Erwin H. Shomo, station general manager. This is the position held by Doebler in 1945 and '46 when he left to open the partnership advertising agency of "Ford and Doebler" in Shreveport, La.

Guesting On WRNL

Vivian Della Chiesa, opera and concert soprano, will be guest artist during April and May on "The Sauer Show," half-hour variety musical heard Tuesdays and Fridays over a network of 36 Southern stations originating at WRNL, Richmond. Continuing on the program are the regular stars: musical comedienne Ruth Clayton, baritone Wilson Angel, and tenor Roy Caudle.

★ THE WEEK IN RADIO ★

... Annual CAB Convention Held

By BOB GREBE

RADIO may one day become a second stringer to the video industry as was suggested at a luncheon of the American Marketing Association last week, but headlines of the past seven days gave little indication of that event. Take Canadian radio which was heralded as the second largest advertising medium in the dominion and still growing by Pat Freeman at the 25th annual convention of the Canadian Association of Broadcasters. Or look at the decision of the Campbell Soup Company to enter into the daytime AM market. Participations were purchased on two New York stations by the soup maker in addition to doubling the amount of time on NBC for the Double or Nothing program.

Another note of optimism was the resumption of a radio campaign on the four networks by the Ford Dealers of America. Other favorable signs: the expansion of radio coverage by G. F. Heublein & Brothers, Inc.; spot campaigns for Junket, Tru-Val shirts, Clark's Teaberry Chewing Gum and the Manufacturers Trust Company through McCann-Erickson; A Pulse survey showing that radio sets-in-use had increased in the past year; and FCC approval of five new radio stations and sales of three others.

On the other side of the slate were: decline in Philco sales reported for 1949 and the dropping of the two FM operations of The Journal Company of Milwaukee.

The convention circuit also had a busy week. The CAB convention was first on the list. Following were the ANA get-together at Hot Springs, West Virginia, where Fairfax M. Cone of Foote, Cone and Belding was named the new chairman of the board. Plans for future dates included two additional sessions at the NAB convention this month and the naming of April 5 as Brand Names Day by New York's Mayor William O'Dwyer.

In programming, WNEW prepared a new peace series for distribution to more than 600 stations; Emerson Drug Company dropped Inner Sanctum and picked up the tab for Hollywood Star Playhouse on CBS; ra-

dio support for the 1950 Cancer Crusade; and Passover programs on networks and indies.

Personalities making headlines were: Emerson Foote, president of Foote, Cone and Belding, who stepped down for a year's rest; Donald W. Thornburgh, who was named to the board of directors of WCAU in Philadelphia; Wayne Coy, FCC chairman, who was named as a guest at the annual Radio Pioneers dinner; and Dario L. Toffenetti, who regained control of the board of WMOR in Chicago following disagreement with executives of the station.

Other items of incidental intelligence were: a report by A. C. Nielsen that former Hooper clients were supporting enthusiastically the new national rating; the arrival of delegates from 13 countries abroad to look over the American broadcasting industry; the revelation by the Better Business Bureau that complaints were being received on radio and television sales and servicing; the fight for control of the newly organized B A M between broadcasters and agencies and advertisers; rejection by the FCC of a permit for a second station in Cullman, Alabama, on the grounds that there is insufficient advertising to support two stations; and the announcement by Muzak that 45 rpm discs manufacturing facilities were now available.

Also, the Veterans Administration disclosed that 15 per cent of the vets taking courses below the college level were in radio and television fields. . . . CBS held down the top ten positions in the latest national Nielsen ratings. . . . CBC's board of governors put a ban on bingo, lotteries and giveaway shows on their air waves. . . . The Marx Brothers new movie, Love Happy, will get a \$450,000 ad campaign on radio and television through a tie-up with the show and sponsors. . . . RMA figures reporting 88 million radio sets in use at the end of 1949. . . . and an indication from the FCC examiner that the hearings on the renewal of the license for KMPC in Los Angeles might be recessed until September.

Heads Seal Appeal

Deems Taylor, narrator of the transcribed "Deems Taylor Concert," has again accepted the Honorary Radio Chairmanship of the annual Easter Seal Appeal for crippled children throughout N. Y. state. In accepting the invitation to serve from Judge Raymond J. Knoeppel, president of the N. Y. State Association for Crippled Children, Mr. Taylor said that more radio stars and N. Y. radio stations had offered cooperation in the 1950 campaign than ever before. Among the stars who have recorded special appeals are: Jack Benny, Lum and Abner, Art Linkletter and Arthur Godfrey.

Joins NAB Labor Panel

NAB said Friday that Chet Thomas, president of Transit Radio and KXOK, St. Louis, will replace ABC General Counsel Joseph MacDonald at the labor-relations seminar to be held Monday, April 17, at the NAB management conference in Chicago.

The association announced also that Howard Lane, head of radio for the Field Enterprises, has replaced Gilmore Nunn of WLAP, Lexington, Ky., as radio chairman for the joint radio-pix committee on freedom of expression. Joseph Hazen of Wallis Hazen productions is film chairman of the body.

Sales Record In Feb. For Large TV Tubes

(Continued from Page 1)

tubes sold to set manufacturers were 14 inches or larger.

February sales of TV receiver type cathode ray tubes to manufacturers totalled 427,189 units valued at \$10,685,295. A slight decrease under January sales of 436,252 tubes valued at \$11,454,186, RMA said. Sales in February to users and distributors for renewal purposes totalled 16,783 valued at \$389,719.

All types of cathode ray tubes, including oscillographs, camera pickup tubes, etc., sold in February aggregate 449,501 units valued at \$11,294,417.

RMA said also that sales of radio transmitting and communications equipment, including radar, to the U. S. Government in 1949 increased by more than \$28,000,000 over the previous year's sales. Federal purchases of transmitter equipment in 1949 totalled \$141,288,860, according to reports of RMA member-companies.

Radar apparatus, including search, navigational and fire control, constituted \$97,798,244 of the total government transmitter purchases during the year.

Aiding Cancer Drive

To aid the cancer drive, WAAM, Baltimore, will stage a daily TV show from Apr. 3rd-29th (4:00-5:00 p.m.) titled "WAAM's Cancer Crusade." Emcee Tomms Dukehart begins the show with an ante of \$100 and asks viewers to phone in bargains that he can purchase at a savings. Next day, the \$100 is regained and increased by auctioning the items via TV and phone calls to the highest bidders. This buy-sell pattern will continue to build the fund throughout the month until all final proceeds are turned over to the Cancer Fund.

Listening On Upgrade

Radio sets-in-use in the Hempstead, Long Island, area have increased by 13 per cent, according to a Conlan survey just released by WHLL, Hempstead. The report showed 20.3 per cent radio sets in use during the daytime hours of February, 1950, against 18.9 per cent for February, '49. These percentages were figured for the period between 7 a.m. and 5:30 p.m., the station's operating hours in February.

Richards Hearing Dated

Washington—The FCC yesterday released a letter to hearing examiner J. Fred Johnson directing him to rearrange his schedule so as to continue the Richards hearing in Los Angeles. Johnson had indicated that he might adjourn the hearing until the summer, but the Commission said it feels it would be in the public interest to get the Commission's entire case on the record before there is any recess.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 51, NO. 2

NEW YORK, TUESDAY, APRIL 4, 1950

TEN CENTS

INDUSTRY-WIDE EASTER PROGRAMS SET

Columbia Records Sets Big Advertising Fund

\$2,500,000 Budget Announced By McAllister

Plans for a \$2,500,000 advertising campaign employing radio, television, national magazines, co-op newspaper space and display and point of sale material was announced yesterday by Ken McAllister, director of advertising and promotion for Columbia Records, Inc. The campaign includes a

(Continued on Page 6)

Cost-Control Program Sent NAB Members

Washington Bureau of RADIO DAILY
Washington—NAB yesterday sent its member stations a 12-point cost control program for broadcasters, prepared by Richard P. Doherty, director of the NAB's Employee-Employer Relations Department. On the basis of last year's survey, a new survey is being made. The cost control program, in the form of a sup-

(Continued on Page 3)

WINS Drops House Band; Local 802 Pickets March

A decision by the Crosley Broadcasting Corporation to drop its studio orchestra at WINS resulted yesterday in a picket line in front of the station and a charge by the American Federation Musicians Lo-

(Continued on Page 3)

Will Honor Memory Of Edison

The memory of Thomas A. Edison will be honored at the annual banquet of the Radio Pioneers at the Ritz-Carlton Hotel tonight when Charles Kettering of General Motors will receive in behalf of the Edison foundation the plaque naming Edison to the Hall of Fame. Mark Woods, vice-chairman of ABC and Hall of Fame committee chairman of the Radio Pioneers will make the presentation.

Two hundred are expected to attend the dinner which will be presided over by retiring President, William Hedges. The program will include induction of Frank Mullen as incoming president and the presentation of Mutual's "Meet the Press" program with Wayne Coy, FCC chairman, being interviewed by the press.

Big NAB Registration For Engineer Confab

Chicago—Heavy reservations are reported for the fourth annual NAB Engineering Conference has been scheduled for April 12-15 at the Stevens Hotel in Chicago immediately preceding the NAB convention's Management Conference. Chairman of the convention committee is Howard Lane of station WJJD, Chicago; other members are Charles C. Caley, WMBD, Peoria, and James D. Shouse, WLW, Cincinnati.

Opening of the conference is off-

(Continued on Page 2)

Roy Witmer Dies; Was NBC Veteran

Roy C. Witmer, vice-president of NBC until his retirement in 1948, died at the age of 63 on April 1 at his home in Westport, Conn. Witmer, who crusaded for better com-

(Continued on Page 2)

TV Relay Innovation Functioning On Coast

West Coast Bureau of RADIO DAILY
Hollywood—An innovation in relay television was undertaken this week in California when a San Diego station—108 air miles from Los Angeles—began rebroadcasting programs from KNBH, the NBC TV outlet in Hollywood. No microwave towers or coaxial cables are involved. The San Diego outlet merely picks out of the air and re-transmits it. Reception, according to

(Continued on Page 2)

Doty Named Manager Of WJZ Operations

Clarence L. Doty has been named manager of WJZ and WJZ-TV, Murray Grabhorn, ABC vice-president and manager of the owned and operated stations of the network,

(Continued on Page 3)

Hooper Has Mechanical Device For Measuring TV Audiences

West Coast Bureau of RADIO DAILY
Los Angeles—C. E. Hooper, who recently sold out his network service to A. C. Nielsen whose claim to fame is the audiometer system of mechanical ratings, now comes up with a new automatic TV audience measurement system termed, "Hooper-recorders," which will be tested in the Los Angeles market.

Hooper disclosed plans for installation of Hooper-recorders in 500 sci-

entifically selected Los Angeles homes at a meeting of the Television Committee of the Los Angeles Chamber of Commerce last Friday. The recorders will be attached to TV receivers—and later to radio sets—in homes giving a representative cross-section of the typical American family, Hooper explained. The recorders when activated by a signal sent through special phone wires

(Continued on Page 7)

Networks, Indies Start Programs At Day's Dawn

Major networks and New York's indies have prepared many outstanding programs for the 1950 Easter season, a RADIO DAILY survey revealed yesterday. At ABC, Easter Sunday services will include: the Washington Cathedral service from WMAL, Washington, D. C. (7:30 A. M.);

(Continued on Page 6)

Five Ziv Programs Scheduled By WGN

Chicago—Five new shows produced by Frederic W. Ziv Radio Productions are being added to WGN's spring schedule, according to program director Bruce Dennis. They include The Guy Lombardo Show, Meet the Menjous, Philo Vance, Favorite Story starring Ronald Colman, and Lightning Jim. WGN has signed an exclusive Chi-

(Continued on Page 6)

Illinois "U" Plans Tower For Radio And Television

The University of Illinois at Urbana has voted funds to build a 400-foot AM-FM-TV tower on its campus to be utilized by WILL (its AM outlet), WIUC (its FM station), and

(Continued on Page 4)

Silver Offering

Akron, Ohio — Allen T. Simons, owner and operator of WADC, Akron, announced he will give a 52-piece set of silverware to every person who can prove he was born in Summit County, Ohio, on April 8, 1925. It was on that day that the station began operations. Each person must prove by birth certificate his claim, by April 8.

REC Speaker

Howard Morgens, vice-president of Procter & Gamble, will speak at the luncheon meeting of the Radio Executives Club of New York on Thursday, April 6th, in the Hendrick Hudson Room of the Hotel Roosevelt. Lowell Thomas will introduce the speaker, whose topic is slated to be "An Advertiser Looks at Radio and TV."



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ROME BUREAU

John Perdicali

Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 3)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab., Stromberg-Carlson.

Named WHBC Program Head

Canton, O.—James R. Roberts, senior announcer, has been named program director of WHBC, succeeding Gervis S. Brady, now manager of the news bureau for Timken Roller Bearing Co.

Massce-Barnett Co. Inc.

Established 1887

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INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.

Agents in all parts of the world.

Heavy Reservations Reported For NAB Engineering Confab

(Continued from Page 1)

cially Wednesday, the 12th, though that day's calendar includes no events except registration and a meeting of the NAB Engineering Executive Committee headed by A. James Ebel. Exhibits will officially open in the Exposition Hall and on the "Magical Fifth" Floor. In the early evening, a reception for conference registrants takes place.

Poppele to Preside

The Thursday morning session will be presided over by Jack R. Poppele, WOR, New York. J. A. Wright of CBS, New York, will speak on "Adjacent and Co-Channel Television Interference," and Raymond F. Guy, NBC, New York, will speak on "Objectives of the NBC Bridgeport, Conn., UHF Installation." Luncheon session of that day features a welcoming address by Judge Justin Miller, NAB president, and a talk on the "History of Broadcasting" by Raymond Guy (NBC) president, Institute of Radio Engineers. Presiding at the luncheon is Neal McNaughton, NAB director of engineering.

The Thursday afternoon session will be presided over by Oscar C. Hirsch, KFVS, Cape Girardeau, Mo. Among the talks of that afternoon will be one by Ernest L. Adams, WHIO, Dayton, Ohio, entitled "A Moderate Size Television Studio and Transmitter Installation."

John DeWitt to Preside

The meeting on Friday morning will be presided over by John H. DeWitt, WSM, Nashville, Tenn. Another representative of WSM is Lucien Rawls, who is to give a talk on "Selecting a Television Transmitter Site for 600 mc and Channel 4, Using Pulse Technique." Other highlights of that morning are the topics chosen by Robin D. Compton, WOIC-TV, Washington, D. C., speaking on "Television Economics" and Robert Bigwood of the DuMont network, speaking on "Theater Television Control Facilities."

NAB Engineering Executive Committee Chairman James Ebel presides at the Friday luncheon, when G. Emerson Markham, NAB direc-

tor of television gives the luncheon address.

AM radio topics are on the agenda for the Friday afternoon session presided over by K. W. Pyle of KFBI, Wichita, Kans. A talk of special interest at that time will be "Magnetic Recording Advances in 1949 and 1950" given by W. Earl Stewart of RCA Broadcast Audio Engineering, Camden, N. J.

Final day of the conference, Saturday, will be concluded by the FCC - Industry Roundtable. This wide-open airing of common problems will be conducted by Stuart L. Bailey of Jansky & Bailey, Washington, D. C. Representing the FCC on the panel are: John A. Willoughby, acting chief engineer; James E. Barr, chief, standard broadcast division; Cyril M. Braum, chief, FM broadcast division; Curtis B. Plummer, chief TV broadcast division; Edward W. Allen, chief, technical research division; and Edward W. Chapin, chief, laboratory division. Participants in the panel taking the side of industry are to be announced later by Neal McNaughton.

There will be no technical session of the conference on Saturday afternoon.

TV Relay Innovation Functioning On Coast

(Continued from Page 1)

early reports, has been exceptional. While many persons are of the opinion that San Diego and Los Angeles are separated by strings of mountain ranges, a direct line between the two actually follows a path ten miles out in the Pacific Ocean for about 90 per cent of the way.

Roy Witmer Dies; Was NBC Veteran

(Continued from Page 1)

mercials, joined the network in 1927 and in 1931 was named vice-president in charge of sales.

His campaign to introduce entertainment in advertising eventually brought about the singing and dramatized commercials. Following a funeral service yesterday, Witmer's body was sent to the West Coast for internment.

Choral Recordings

Recordings of the International Festival of Choral Singing to be held on May 28 and 29 in Lille, France, will be made and distributed in America through the French Broadcasting System, Pierre Crenesse, director, announced yesterday.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big plus audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular home listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in drug stores were tuned to W-I-T-H!

This means that a little money goes a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.

W-I-T-H logo with a stylized face and the text 'W I T H BALTIMORE, MARYLAND Tom Tinsley, President - Represented by Headley-Reed'

Can. Students to Graduate

Toronto—Graduation of the fifth class of the Academy of Radio Arts in Toronto is scheduled for April 14th. In reaching this climax of their studies, the students have been groomed by a teaching staff of such acknowledged experts as: Andrew Allan, supervisor of drama for CBC; Esse Ljungh and Terrence Gibbs, producers; radio writer Lister Sinclair; Mavor Moore, a Canadian radio and stage actor and a member of the radio division of the UN Secretariat; Lorne Green, Canadian newscaster and director of the Academy; W. H. Brodie, CBC supervisor of broadcast language; and Andred McLellan, member of the Television Society of Great Britain.

AGENCIES

W. H. HADLICH has been named public relations and promotion director of Walter McCreery, Inc., advertising firm with offices in Beverly Hills, San Francisco and New York.

EDWARD T. WERTHEIM has left Wertheim Advertising Associates to form a new agency, Yates, Wertheim and Babcock, Inc. There will be no connection between the two agencies. Wertheim's father, Edward L. Wertheim, will continue as head of Wertheim Advertising Associates.

THORNTON CANNING COMPANY of Thornton, California has named Roy S. Durstine, Inc. Account executive is Robert England.

PATRICK J. SWEENEY has been named advertising manager of Claude Leon, Inc. He will handle advertising on the Waring Blendor and the Durabilt line of irons. Sweeney was formerly with Dancer-Fitzgerald-Sample, Inc.

GMC TRUCK AND COACH DIVISION of General Motors Corporation to Kudner Agency, Inc.

DEERING, MILLIKEN & CO., INC. to Young & Rubicam for promoting the company's new fabric.

KOHLER & CAMPBELL, INC. to Edwards Advertising Agency of Hackensack, N. J.

ROY NEIL WILLIAMS has joined the John Mather Lupton Company, Inc. as an account executive. He was previously manager of industrial advertising at Armour and Company.

Doty Named Manager Of WJZ Operations

(Continued from Page 1)
announced yesterday. Doty, who joined the ABC web in 1942, has been sales manager of WJZ since January, 1947. In July, 1948, he assumed the additional duties of executive assistant to Grabhorn. Prior to joining ABC Doty was a member of the national advertising department of the Scripps-Howard newspapers in New York.

WANTED BY A NEW YORK STATION

An executive who has the following qualifications:

Programming, Sales, Know-how to handle large staff and know how to run a productive, successful Radio Station.

Information will be kept in strict confidence.

BOX No. 123
RADIO DAILY
1501 Broadway, New York 18, N.Y.

WINS Drops House Band; Local 802 Pickets March

(Continued from Page 1)
cal 802 that their men had been "locked out."

Company officials report that their musicians were notified two months ago that no new contract would be signed by the station. The contract expired on March 31 and the pickets were established this morning. At first, station engineers who were members of the International Brotherhood of Electrical Workers refused to cross the line. Early morning broadcasts were handled by company engineers from Cincinnati who were in New York to work on a 50-kw. construction permit for WINS. Later, however, the technicians resumed their normal duties.

The union says that eight other stations (WMCA, WHOM, WNEW, WMGM, WEVD, WQXR, WOV, and WBNX) also had contracts which expired on the March 31 date, but that no strikes were called since all stations were negotiating. Some of the stations have since signed agreements, the union said. The new contracts called for the same basic pay scale, a welfare fund and in some instances, reduction of personnel numbers.

A statement issued by Crosley on the dispute said that their decision was based "upon the realization that for its type of operation there was not sufficient public or advertiser acceptance or preference to justify the continued acceptance of such an orchestra."

The local union was also considering a plan to set-up pickets at remote broadcasts of WINS. This would affect shows from the Belmont Plaza by Earl Wilson and a remote from Hickory House.

The station was understood to be considering an injunction against the pickets.

Cost-Control Program Sent NAB Members

(Continued from Page 1)
plement to the NAB's weekly member service, was one of a series based on the study of station operating costs conducted last spring by the NAB research department and Doherty.

The major points suggested as a guide to better internal station management were: increased sales revenue, better utilization of manpower, reduction of cost of services, quality performance, better supervision, employee participation, better facilities and arrangement, budgetary control of costs, standards for cost operation, better union agreements and adaptation, meticulous attention to detail, executive leadership.

The new survey, for which the questionnaires were mailed last week to NAB member stations, will produce similar studies next Summer and Fall for the use of station managers in measuring their operating costs and cost control programs against averages for stations of all classifications, sizes and incomes throughout the United States.



He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of *The Southland Corporation*, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

"We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take \$25,000.00 for the program.

"I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

LOS ANGELES

By ALLEN KUSHNER

AL JARVIS is introducing a movie column, scripted by Jack Lawson, on his KLAC-TV show.

Jimmy Wakely, Capitol Recording star, will m.c. the 24-hour-long Cancer Fund show over all radio stations in Oklahoma, beginning Saturday, April 15, with the program originating in Oklahoma City. All talent will be Oklahomans, and Wakely himself formerly lived in that state. Purpose of the plug is to raise 170,000 for the Oklahoma cancer fund.

"The Ben Blue Show" which will soon be seen over CBS-Television, is said to be an outstanding teevie show. A closed circuit audition was shown Thursday, March 30th and the word is out that the show is "Hot." . . . The show will feature Gale Robbins and William Shirley. Ralph Levy, director of "The Ed Wynn Show" and the "Alan Young Show" will direct the Blue show.

ABC-TV, Hollywood has added 11 new employees to its payroll at ABC Television Center since going on seven nights a week.

Jackie Gleason is being packaged for a new starring half-hour video show by managers Jack Philbin and "Bullets" Durgom, to follow Gleason's current "Life of Riley" series. New TV effort will have a variety format with Gleason as emcee-comic.

KECA's "Star Gazer," Frances Scully, celebrated her tenth anniversary on the air Monday, April 3rd. Ten consecutive years on one station and one network is quite a record about Frances' favorite village. . . . Hollywood. . . . and the girl is taking some well deserved bows.

Illinois "U" Plans Tower For Radio And Television

(Continued from Page 1)

as a future TV antenna. The main reason for the tower, according to Wilbur Schramm, dean of communications, is to increase the power of the FM operation from 100 to 10,000 watts in order to beam educational programs from the Urbana and Chicago campuses to commercial stations all over Illinois. On television, the university plans to produce non-commercial, educational programs such as dental and medical lectures and experiments to benefit students and doctors over the state, and programs on the university's farm experiments to benefit farm advisers and aid their extension meetings.

EXPERIENCE FOR SALE

with Radio-TV know-how from secretary to "on the air". Experience includes network, agency and talent offices.
Box No. 117, RADIO DAILY
1501 Broadway New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Max Liebman is a talent among the TV producers—but someone oughta please tell him how to lead into a spot-commercial. That "roving reporter" in the trench coat ain't the answer, chum. . . . Sudden thawt: What keeps a lot of TV shows on is simply this: Every time a new town is added (with a single station) every program on the lineup gets a terrific shot in the arm, rating-wise. . . . One of the easy-to-listen to whodunits is the Sunday afternoon "True Detective Mysteries." . . . Every other day or so you read in this col'm or that that such-and-such a show has gotta be another 'Info, Please.' So howcum they don't bring back 'Info, Please' itself. . . . DuMont's new Television Shopper—MinaBess Lewis—fits the bill to a TV and got the new series off to a galloping start with her sparkling wit and savvy. Here's a gal that's custom-built for the show and guaranteed to knock the merry housewives right on their dishpan hands. . . . Charlotte Manson looks good and sounds ditto on those "20 Questions" TV Ronson commercials. . . . CBS' new air series, "Up For Parole," which has drawn such critical raves, is a Jimmy Appell-Wally Gould creation. . . . One of the most convincing middle-aged voices on a soap opera belongs to Ed Jerome. . . . 'Sheriff' Bob Dixon has almost as many products under his name as Roy Rogers and Gene Autry. Add Look-alikes: Bob Hope and Bob Brewster. Oscar Levant and Sylvan Green.

☆ ☆ ☆ ☆

Pome: If a sportscaster I were choosing,
I would pick out a guy named Husing.
. . . Irv Cahn

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: A Congressman is readying an investigation (a la Sen. McCarthy) against FCC which will have wide repercussions. . . . Contrary to reports, inside info is that Lever Bros.' new top brass has no intention of slicing firm's radio advertising expenditures. In fact, they may be increased. . . . To prevent usual lacklustre summer replacement schedule on both radio and TV, top web is ready to announce new fabulous-salaried program mogul. His duty will be to conjure up off-the-beaten-path ideas. . . . Bob Hope, who makes his one-shot TV debut on NBC's Easter Sunday "Star Spangled Revue," has told his pal, Charles Sanford (who'll be his musical director) that outcome of this show will determine his future video work. . . . Dick Todd in a Philly hosp. Auto accident. . . . Joey Fay starts his new show on CBS-TV with Audrey Christie tomorrow nite. Barry Wood will produce with Paul Munroe directing. . . . Francois Grimmard off to H'wood for a Universal-International assignment. . . . The Goldman's new \$150,000 niteclub (Pleasantdale, N. J. hotel resort) will serve as a remote this summer. Harold Goldman negotiating with two webs. . . . "Society for Cultural Advancement of Television" has nominated Ving Merlin's "Enchanted Strings" as the "loveliest sight and sound program on TV." Opens at the New Yorker April 13th. . . . Jim Sheldon, producer of We the People, broke his leg on a skiing trip during his honeymoon last week. . . . Andy and Della Russell signed by Oilman McCarthy for his Houston Shamrock Hotel starting on the 28th.

☆ ☆ ☆ ☆

● ● ● Claude Barrere postcards the following: "On March 31st, the Herald-Trib. carried an ad which fills me with fear of what the country may be going to. It reads: 'If you want to sell women, let WOR sell them.' Ain't there a law against that sort of thing?"

☆ ☆ ☆ ☆

CHICAGO

By HERB KRAUS

BEN PARK of NBC addressed the Chicago Publicity Club last week on the relationship between video and publicity. . . . WBBM plans to go on the air two hours earlier on Easter Sunday, April 9, to bring its listeners the special Easter Morning Sunrise Service. The station will sign on at 5:00 a.m. . . . Bill Ray, new NBC overall press and news chief, Julian Bentley, WBBM news head, and Bob Hurligh, news director of WGN, have been named to the national radio committee of Sigma Delta Chi annual journalism awards competition.

Indiana U. is planning to take over publication of the newsletter of the Indiana Radio Newsmen.

The Crosby - Godfrey - Como rehearsal conflicted with The Chicago Radio Management Club luncheon on FM this week . . . and guess who won out? . . . As a result the FM story is still untold. . . . Johnny and Penny Olson in town to tape a couple of shows this week, during the Tobacco Dealer convention. . . . They renewed many old friendships both here and from Wisconsin, the spot from whence they came. . . . Milton F. Allison, sales manager of WLW-TV, Cincinnati, new assistant sales head at WBBM.

WMAQ planning a new series of programs 12 times a week under the supervision of the National Home Institute. Beginning today, it will be heard from 6:00-6:15 a.m. and 12:30-12:45 p.m. daily, featuring news and information for homemakers.

Versatile is the word for Tony Parrish, actor, emcee, and disc jockey. His new disc show on WCFL three mornings a week is a clever change of pace from his emceeing duties on "The College Inn Story" at the Sherman, and his acting chores on several soap operas and adventure shows.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 ST.
HENRY GREENFIELD, Mg. Director N.Y. 19

THEY'RE AT YOUR SERVICE

FOR PUBLIC SERVICE

*These stars will shine
for your station*

WHEN YOU USE

THE AMERICAN CANCER SOCIETY'S
1950 "RADIO CAMPAIGN KIT"!

FIGHT CANCER!

JOIN THE 1950 CANCER CRUSADE

BY GIVING GENEROUS USE

TO THE FOLLOWING MATERIAL:



Transcriptions: Musical, dramatic, human interest narration, 1-minute appeals and 20-second station breaks starring:

FULTON LEWIS, JR. ★ CARY GRANT ★ CASEY STENGEL ★ ROY ROGERS ★ LORETTA YOUNG
GEN. WM. J. DONOVAN ★ MOLLY MCGEE ★ EVELYN KNIGHT ★ JOAN FONTAINE
DORIS DAY ★ EDWARD ARNOLD ★ GUY LOMBARDO ★ XAVIER CUGAT ★ FREDDIE MARTIN
SONS OF THE PIONEERS ★ TONY MARTIN ★ MARION ANDERSON ★ and ten of nation's
foremost announcers.

Scripts: Short and long "tailor-made" scripts for twenty different program categories.

For Television

Use the American Cancer Society's special "TV Campaign Kit"
starring Academy Award Winners Walter Huston and Gene Lockhart!



NOW AT YOUR SERVICE — FOR PUBLIC SERVICE

Three minute, two minute, one minute and twenty
second black and white 16mm sound film trailers.

One minute black and white 16mm sound ani-
mations.



AMERICAN CANCER SOCIETY, INC.
47 BEAVER STREET • NEW YORK 4, N. Y.

Webs And Indies To Start At Dawn In Country-Wide Salute To Easter

(Continued from Page 1)
and "National Vespers" conducted at 1:30 p.m. by Dr. John Sutherland Bonnell. Programs of music on the network that day will be: a special program at noon by the 80-piece U. S. Air Force Concert Orchestra and the Armed Forces Mixed Chorus, and the "Robert Shaw Chorale" (7:00-7:30 p.m.) presenting Bach's "Christ Lag in Todesbanden." A dramatization of the Easter story entitled "The Resurrection" is slated for the "Greatest Story Ever Told" program at 5:30 p.m.

CBS Has Caroling Program

Services on CBS during Easter Sunday are from: The Moravian Church in Winston-Salem, N. C. (6:00-7:00 a.m.); the Garden of the Gods, Colorado Springs, Colo. (7:30-8:00 a.m.); the Hollywood Bowl, with baritone John Charles Thomas singing with the California Woman's Symphony Orchestra and a Hollywood choir, a presentation of the annual Hollywood Passion Play, an Easter sermon, and hymns rendered by a 300-voice children's choir directed by Hugo Kirchofer (8:00-9:00 a.m.); the Church of Jesus Christ of Latter-Day Saints of Salt Lake City, Utah, (10:00-10:30 a.m.); and the First Presbyterian Church of Bay City, Mich. (10:30-11:00 a.m.). Special Easter music programmed for the day lists: the Shrine Choir, Montreal (from CKAC, Montreal, 7:00-7:30 a.m.); E. Power Biggs, organist, with Rene and Roger Voisin, trumpeters, presenting the music of Bach and Gabrieli from the Germanic Museum, Harvard University (from WEEL, Boston, 9:15-9:45 a.m.); the Salt Lake City Tabernacle Choir (11:30-12:00 noon); and the Philharmonic Symphony performing Mahler's religious Symphony No. 8 (3:00-4:00 p.m.). Commencing a series of dramas to be sponsored on holidays during 1950 by Hotpoint, CBS will premiere the "Hotpoint Holiday Hour" on Easter Sunday (5:00-6:00 p.m.) with an adaptation of the George S. Kaufman-Edna Ferber hit "Dinner at Eight."

Full Holy Week List on NBC

During Holy Week preceding Easter, NBC has scheduled daily 15-minute programs of music and religious messages by choirs and clergy of Washington, Chicago, Cleveland, Denver, and San Francisco. Five half-hour services are set for Easter Sunday including: Sunrise Service from Walter Reed Hospital, Washington, D. C. (7:00-7:30 a.m.); the Radio City Sunrise Service in New York (7:30-8:00 a.m.); Sunrise Service of the Grand Canyon of Arizona, from the South Rim of the Shrine of the Ages (8:00-8:30 a.m.); the Great Lakes Naval Training Center service from Chicago (8:30-9:00 a.m.); and the service from Yosemite National Park (originating from KMJ, Fresno, Cal., 12:30-

1:00 p.m., EST). Seasonal music by the "D and H Miners," a vocal quartet, will be heard from 9:45-10:00 a.m. And from 2:00-3:00 p.m. "NBC Theater" presents a dramatization of Sholem Asch's novel of Jesus, "The Nazarene," which replaces Maude Adams' drama, "The Saviour," originally scheduled for this period.

"Triumphant Hour" To Have 19

"The Triumphant Hour," annual Easter Sunday program on the Mutual network presents 19 stars of stage, screen, and radio in a dramatic reading of the Rosary with special musical selections, 9:00-10:00 a.m., EST. Ann Blythe, Bing Crosby, Ann Jamison, Gordon MacRae, Jane Powell, and John Charles Thomas will be heard as soloists on the program, while dramatic roles are taken by: Dan Dailey, Jimmy Durante, Mona Freeman, Ruth Hussey, Fibber McGee and Molly, J. Carrol Naish, Margaret O'Brien, Pat O'Brien, Rosalind Russell, Robert Ryan, Elizabeth Scott, and Loretta Young. In cooperation with the Salvation Army, Mutual is presenting Colleen Townsend in a recitation of "The Easter Story" from 2:00-2:30 p.m.; music on the show will be rendered by the Salvation Army's Congress Hull band and the Alan Lannome Choir. Four programs are slated to air special music on Mutual; the first two on Good Friday will feature: the Miami Senior High School Chorus of 100 Mixed Voices (4:30-5:00 p.m.); and the 400-voiced Adult Chorus of Los Angeles accompanied by a symphony orchestra giving the music to be woven with a story of the Easter holiday as narrated by Vincent Price. On Mutual's regular "Happy Am I" program (9:00-9:30 a.m.) on Easter Sunday, Elder Michaux will tell the story of the Easter holiday and have the Heavenly Echo Chorus of 75 voices in addition to the usual "Happy Am I" choir on the program. Anton Bruckner's "Te Deum Laudamus" is to be aired at 12:00 noon by the Oberlin Musical Union, composed of students from Oberlin College, Ohio, along with a symphonic orchestra and featuring four soloists from the college.

"The Three Hours" on Indies

Church services to be broadcast by indies include a portion of the "Three Hours of Agony" service from the Church of the Sacred Heart and St. Stephens in Brooklyn over WHOM from 7:30 to 9:30 p.m. on Good Friday; the three hours devotion on Friday from St. Patrick's Cathedral over WFUV-FM from 12 noon to 3:00 p.m.; a program of religious music from St. Paul's Episcopal Church in Brooklyn from 8:05 to 9 p.m. on Good Friday over WQXR; and a broadcast of the Solemn High Mass in the Church of Sacred Heart and St. Stephens in Brooklyn over WHOM on Sunday,

April 9 from 11 a.m. to 12 noon. Three regular WMGM broadcasts from churches on Saturday and Sunday will also feature special Easter programs.

"Sunrise Services" on WINS

Sunrise services on Easter morning will be carried by WINS from 6:30 to 7:30 a.m. when a children's chorus will be featured over WNYC from 7:00 to 7:55 a.m. on which Mahler's Song of the Resurrection will be featured; and on a broadcast by WOR from the Flushing Park Amphitheater, 7:30 to 8:30 a.m. WWRL will present the Ottilie Children's Choir from Jamaica, L. I., from 8:00 to 8:30 a.m.

In a special foreign language feature, WOV will present on Good Friday from 3 to 4 p.m. a special one-hour show in Italian in cooperation with the radio department of E.C.A. The show was produced in the capitals of Europe.

Among other special events are: a Sunday program prepared by the Protestant Council over WBNX from 4:45 to 5 p.m.; a rendition of the Brahms Requiem by the Long Island Choral Society over WHLI on Thursday from 2 to 2:30 p.m.; and a dramatic presentation of the legend of Johnny Appleseed with Kate Smith as narrator over WOR on Good Friday from 8 to 8:55 p.m.

"Parsifal" on WQXR

WQXR's Easter programs include many of the classic Easter selections. Wagner's music-drama, Parsifal, will be aired on Easter Sunday from 8:05 to 10 p.m. while Bach's St. Matthew Passion will be featured on Good Friday over WQXR from 1:30 to 4 p.m. The latter also will be carried by WNYC from 2 to 6 p.m. on Good Friday. Excerpts from these works and many others will be run during the three days over most other stations.

One novelty item for the season is a contest run on the Children's Playhouse over WNEW. Following the playing of the record Peter Cottontail, children were asked to draw a picture of what they thought Peter looked like. Six live rabbits and 50 other prizes will be awarded the winners on Easter from 8:30 to 9:30 a.m.

Plan Dramatic Readings

WSTC and WSTC-FM, Stamford, Conn., will program what it terms, "a direct, adult answer to the domination of the evening airwaves by television" in the form of dramatic readings of great novels. The program, titled, "Let's Read," will be broadcast three nights weekly at 10:00 p.m. Voicing his feeling for the program, station manager Julian Schwartz stated, "We feel that the world's greatest literature in its original form—undramatized and unedited—can be more than a match for television with adult listening audiences."

Big Advtg. Budget Set By Columbia Records

(Continued from Page 1)
half-hour television show, "The Show Goes On," starring Robert Lewis, which will begin on Thursday, April 20, 8:30 to 9:00 p.m., on nine CBS TV stations and will continue through June 18th. In the fall the program will be resumed on TV stations beginning September 2.

Radio plans call for the renewal of "The Columbia LP Record Parade" now heard on CBS on Sunday afternoons. Columbia began sponsorship of this series on February 1.

In addition Columbia Records will institute a spot campaign on CE outlets. This campaign will get under way in the fall and will be timed to coincide with the approach of the Christmas holidays. Magazine advertising will also be used.

Five Ziv Programs Scheduled By WGN

(Continued from Page 1)

cago area contract with Ziv, supplementing a similar tie-up made with Metro-Goldwyn-Mayer Radio Productions last fall. All the new programs will be transcribed.

The Guy Lombardo stanza began last Sunday from 1:30 to 2:00 p.m. Yesterday, the five-a-week "Me The Menjous" bowed in at 2:30 p.m. 2:45 p.m. with Adolphe Menjou, his wife, Verree Teasdale, and the son, Peter, doing a family sketch. Philo Vance will become a Wednesday night feature from 9:30 to 10:00 p.m. beginning tomorrow. Jack Buck will portray the famous fictional supersleuth.

Ronald Colman in Favorite Story starts Thursday at 9:00-9:30 p.m. Colman will present an entertainment figure each week to star dramatizations of famous books and legends. Lightning Jim, a half-hour Western frontier series, is scheduled for the near future.

The MGM shows over WGN include MGM Theater, The Hard Family with Mickey Rooney, Maisie with Ann Sothern, At Home With Lionel Barrymore and Dr. Kildare

COMING SOON

SHOWS THAT SELL + X* = \$

*X is the NEW Associated Program Merchandising Service

Associated program service

151 WEST 46th ST. NEW YORK 19

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 4, 1950 — TELEVISION DAILY is fully protected by register and copyright

NEW MEASURING DEVICE OFFERED

TELE TOPICS

STARLIGHT THEATER, which premiered over CBS-TV on Sunday night, has enormous possibilities as a commercial package. The initial stanza featured Meg Mundy and Barry Nelson in leading roles with Nelson doing a sock job of interpreting the role of a concert pianist who has given his life to perfecting his art only to have all the work wiped out in a second as a result of an accident. The strongest part of the show was its story, which was a suspense type offering. The directors integrated studio shots with outdoor super-impositions and the pace was lively and interesting throughout. Miss Mundy did a capable acting job but Nelson was the standout. What the future editions of the program have to offer remains to be seen, but the first program had nothing wrong with it that couldn't be worked out with additional rehearsal time.

PORTENTS OF THINGS TO COME
DEPT.: Ted Cott and Jim Gaines huddling over lunch at Toots Shor's with every eye in the joint focused on them. Cott's move to the NBC O&O setup came as a tremendous surprise to most insiders in the trade. The story currently making the rounds is that Cott took this opportunity as an entree to TV (through WNBT). WNBC-WNBT staffers are all aware of the possibilities of a complete reshuffling of the set-up there and presently look on Cott's arrival as, to say the least, a mixed blessing. One thing is certain—Cott's entrance is sure to cue some lively programming changes over NBC's New York flag-stations.

KUKLA, FRAN AND OLLIE have just returned to Chicago from a tour of five video stations including WTMJ-TV, WNBW, WNBT, WPTZ and WLW-T. . . WBAL-TV's "Candy Corner" has nabbed a sponsor. . . DuMont's "Kitchen Parade" has been moved to 2 p. m. . . Earl Hammond, Eva Marie Saint and Harry Southern have been added to the cast of "Buck Rogers" over ABC-TV. . . Columbia Records will sponsor "The Show Goes On" over CBS-TV. . . KDYL-TV has received a certificate of merit from the Salt Lake City Ad Club for its commercials for Wheeler General Tire Co. The station, incidentally, has just issued a new coverage map.

WDTV, WPTZ and most other video stations are scheduling plenty of special programming in honor of Holy Week. . . Jimmy Powers has picked up Edward Clothes as his sponsor for the next 12 weeks over WPIX. . . KECA-TV's "In the Morgan Manor" is, according to the sponsor, doing a sock job of selling deep freeze units. . . KTLA has added another 12 sponsors to the roster during the past week.

TV-Use Widespread In Big-Income Group

West Coast Bureau of RADIO DAILY

Hollywood—Television penetration in the Los Angeles area is greatest in the upper income brackets, according to the results of a survey which has just been completed by the Los Angeles Times Audit. The Times, along with CBS, is the owner of KTTV, Los Angeles. The Times survey shows that based on home valuation and standard of living measurements, 29.9 per cent of the wealthy and well-to-do group own video receivers. This compares with 21.9 per cent in the "below average" group. The survey showed that in the exclusive Beverly Hills - Westwood section, 25.8 per cent of homes are equipped with television.

An additional finding of the Times Audit was that 75.4 per cent of Los Angeles video owners also own their own homes. These findings conflict sharply with the previously widely held opinion that most video set owners were in the lower income brackets.

European Video Activity Heavy In France, Italy

Paris—Television activity on the continent carries on apace with special emphasis in France and Italy. In addition, the CIRR conferences are due soon to return to Europe with meetings scheduled in the Netherlands, Paris and London.

A surgical operation was televised recently for the first time in France at the Hospital for Children and was witnessed by 500 medical students using six video receivers. With more than 10,000 TV receivers in operation in and around Paris, the French are trying-out their 819-line system.

Stratovision Patent

A Stratovision antenna installation for aircraft which claims many advantages over previously developed antennae has been patented by Carroll H. Matson, a Martin Company inventor. The Stratovision program is temporarily inactive while waiting for an FCC approval to opening of UHF transmission band. The Commission must also make basic policy decisions on the use of Stratovision.

Discusses B & W TV From Color Signal

Washington Bureau of RADIO DAILY

Washington—There is no scientific reason for the apparent superiority of black-and-white television when received from a color signal, Dr. George H. Brown, RCA expert, told the FCC yesterday. Commissioner George Sterling asked him during a day of technical testimony, as the color-TV sessions resumed, what the explanation is for the general feeling that the monochrome video shown by RCA last week while it was demonstrating its color tube seemed much better than the black and white ordinarily received.

"I have never been able to figure out any scientific reason for it," said Dr. Brown. He ventured that the answer might lie in the excellent camera work at transmitter.

The Commission was told by Hugh Beville of NBC that by the end of this summer nearly 46 million people will be within the reach of TV stations which could be lined by microwave relay. This information was furnished in response to questions asked NBC president Joseph McConnell two weeks ago. RCA color cannot be networked through present cables, but can go via relay.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of March 24-30, 1950

THE TOP 5 SONGS OF THE WEEK

Candy And Cake.....	Oxford
If I Know You Were Coming.....	Robert
Music Music Music.....	Cromwell
Rag Mop.....	Hill & Range
There's No Business Like Show Business.....	Berlin
THE 5 FAVORITE STANDARDS OF THE WEEK	
Don't Fence Me In.....	Harms
Little Girl.....	Loeds
Papa Won't You Dance With Me.....	E. H. Morris
Sidewalks Of New York.....	Pioneer
Song Is You.....	T. B. Harms.

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"Hooperrecorders" To Be Placed In L. A. Homes

(Continued from Page 1)

would "read" the set and send back a report on which TV channel each set was receiving.

It was further explained that the information, printed on tape and compiled in 3½ seconds for each receiver, could be fed into special machines which would come up with information vital to telecasters and advertisers on the share of the audience their programs were capturing.

"The Hooperrecorders means that

Another Viewpoint

The Hooper announcement on the west coast came at a time when attorneys for both the C. E. Hooper, Inc., and A. C. Nielsen Co., were preparing to answer the \$2.5 million damage suit filed against them by Sindlinger & Co., Philadelphia. Sindlinger charges them with conspiracy to monopolize trade. The suit was filed in United States District Court in Philadelphia.

every broadcast of every program can be rated," Hooper said. "Householders would never know when their TV habits were being sampled. These devices would cause no beep, no squeak, no click, no snow."

Precise costs, as well as exact time for starting the test, cannot yet be announced, Hooper said, but should be known within a few weeks. Costs should be comparable to the present service, considering improved results to be expected, he added.

Speed of compilation is a primary benefit from the Hooperrecorder, the research official emphasized.

Into In 24 Hours

Figures on size of a program's audience should be on the subscriber's desks the morning after a show, he predicted. Additional breakdowns—such as size of audience during any part of a show, what shows were seen before and after a particular program, proportion of audience by income groups, family size, etc.—should be available in about 24 hours.

Such information often took weeks to compile by the personal telephonic method.

The Hooperrecorder will report on 100 homes in 15 minutes. Although 500 homes is the number chosen for the basic plan, it could be expanded if subscribers need special data which could not be scientifically established without a larger sampling pool.

COAST-TO-COAST

Boot Training Of A WCSC Staffer

Charleston, S. C.—WCSC has a new copywriter, Bill Ellis. Bill has seen active duty in the Naval Reserve Corps in various places, in and out of the country, has studied to be an undertaker, has acted as secretary, has been a male nurse in an insane asylum (Morganton State Hospital here), has written poetry and is now writing copy for WCSC.

WFCI Sells Two Shows

Providence, R. I.—The "Jerry O'Brien Sports Show" on WFCI has been sold to the James Hanley Company, brewers of Hanley's Ale and Beer. Jerry O'Brien is heard Monday through Friday at 6:15 to 6:30 p.m. Another recent sale was the "Cisco Kid" on Monday, Wednesday, and Friday at 7:00 to 7:30 p.m. to the New England Bakery for Harvest Bread.

College Forums Aired

Hartford, Conn.—A weekly series of forums on topics of the day, featuring members of its faculty, is being broadcast by Hillyer College of Hartford over WDRC. The forum, arranged and conducted by the college, is heard every Friday night at 10:30 p.m.

"Needle Club" Dinner Planned

Hartford, Conn. — The annual Spring dinner and broadcast of the "Needle Club," will be held on Tuesday, April 11th. Leading local political figures, including Gov. Chester Bowles, are being invited to attend the dinner which will be held at Scoler's Restaurant here. Master of ceremonies at the affair will be Jack Zaiman, political writer for the Courant and president of the "Needle Club." WDRC will carry the broadcast.

Presenting Easter Series

Cleveland, O.—In commemorating the coming Easter Season, WERE will present a series of dramatic programs based on the original scripts of the "Greatest Story Ever Told." Produced, directed and narrated by Guilbert Gibbons, WERE's chief announcer, this series will tell the story of the Passion from the Entry into Jerusalem through the Resurrection. The episodes will include such well-known radio names as Les Damon (Thin Man), Barbara Luddy (First Nighter), Les Treymane (The Falcon), Marvin Mueller (Buellah & Parsons) and Ken Griffin (Dr. Brent).

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of March 24-30, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Ask Me No Questions.....	Witmark
Bye Bye Baby.....	J. J. Robbins & Sons
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Cross Your Heart.....	Harms
Daddy's Little Girl.....	Beacon
Dearie.....	Laurel
Don't Do Something To Someone Else.....	Fred Fisher
Enjoy Yourself.....	E. H. Morris
I Gotta Have My Baby Back.....	Peer
I Said My Pajamas.....	Leeds
If I Knew You Were Coming.....	Robert
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
It Isn't Fair.....	Words & Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
Monday, Tuesday, Wednesday.....	Leeds
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Peter Cottontail.....	Hill & Range
Quicksilver.....	E. H. Morris
Rag Mop.....	Hill & Range
Save A Little Sunbeam.....	Capitol
Sentimental Me.....	Knickerbocker
Some Enchanted Evening.....	Chappell
Sunshine Cake.....	Burk-Van Heusen Assoc.
There's No Tomorrow.....	Paxton
Wilhelmina.....	Feist
With My Eyes Wide Open.....	Crawford
Why Remind Me.....	Barton
You're Wonderful.....	Famous

Second Group

TITLE	PUBLISHER
As We Are Today.....	Remick
But Me, I Love You.....	Campbell
Copper Canyon.....	Famous
Don'tcha Go Way Mad.....	Harms
Girl That I Marry.....	Berlin
God's Country.....	Robbins
I Don't Know Whether To Laugh Or Cry Over You.....	Porgie
In Santiago By The Sea.....	Life Music
Johnson Rag.....	Miller
Marta.....	E. B. Marks
Rain.....	Miller
Rain Or Shine.....	Lombardo
Sitting By The Window.....	Shapiro-Bernstein
So In Love.....	T. B. Harms
Spaghetti Rag.....	Shapiro-Bernstein
Sugar Foot Rag.....	Preview
Sweetest Words I Know.....	Life Music
There's An X In The Middle Of Texas.....	Simon House
They Say It's Wonderful.....	Berlin
Third Man Theme.....	Chappell
Wedding Samba.....	Duchess

Copyright, 1950, Office of Research, Inc.

PROMOTION

Fashion Tieup

Daytime radio serials and women's fashions are merging for the moment in a promotion campaign launched by the McKettrick-Williams Co., dress manufacturer. Dresses in the popular price field will be created and named after ten Procter & Gamble shows: "Road of Life," "The Right to Happiness," "Life Can Be Beautiful," and "Pepper Young's Family"—all of NBC; "Young Dr. Malone," "Big Sister," "The Guiding Light," "The Bright Day," "Rosemary," and "Ma Perkins"—all of CBS. Designed to capture the mood, theme, or feeling created by the story or its leading female character, "Daytime Drama" dresses are expected to stir every woman who has ever listened to a daytime serial or bought a dress. The line of dresses will be first introduced at a Stork Club luncheon on April 10th.

Special For Children

With the help of the San Francisco SPCA and a department store, The Emporium, station KNBC, San Francisco, has launched a contest sketches by kids of their pets. After "Jolly Bill" (Bill Steinke, a cartoonist) asked his audience of kids to submit the sketches, other programs, newspaper columns, and sign posters in the store aisles. The Emporium quickly heralded the idea, and soon KNBC received over 400 sketches. Judges were Steinke, Charles W. Friedrichs, secretary manager of the SPCA, and Ruth Anderson, who uses the name Barbara Lee on her nighttime show sponsored by The Emporium. The SPCA and The Emporium provided prizes, including 1950 dog licenses and two puppies.

"Helpful Hints"

Pittsburgh—Station KDKA made one mention of a 25 cent booklet of 1,000 "Helpful Hints" and the station was flooded with 2,650 orders. The mention was made on Pat Long's Saturday newscast at 6:00 but the station was unprepared for the avalanche of orders that poured in from all over the KDKA area: Pa., Ohio, W. Va., and Md.

USE MY COPYRIGHTED AUCTION AUDIENCE RATING PROGRAM TO:

1. Make money for your station.
2. Break all sales resistance.
3. Rate your audience daily.
4. Have a most interesting program.
5. Contract for articles, or merchandise certificates; auction them off from studio or before an audience. Give bidder limited time to go to store after which first come gets article at bid.
6. Prove your station's value by agreeing to take payment wholly or in part from the amount of the highest bid, taken via phone or mail.
7. Collect customer lists for your sponsors.
8. Increase your audience, and show the rate of increase.
9. Insure that your station can compete with any other media.
10. Have the most talked of radio program on your station.

For full details contact
LEE HOLLINGSWORTH
WKBS, Oyster Bay, Long Island.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 3

NEW YORK, WEDNESDAY, APRIL 5, 1950

TEN CENTS

P. I. BUSINESS CRITICIZED BY BBB

Mullen Installed As President Of Pioneers

Annual R. P. Fete Attracts 250 Old Timers

Frank E. Mullen, who presented the first farm news program on KDKA, Pittsburgh, and later became a national figure in radio as the executive vice-president and general manager of NBC, was installed as president of the Radio Pioneers at their annual dinner last night at the Ritz-
(Continued on Page 8)

NAB Head Permitted 3-Yr. Employee Pacts

Washington Bureau of *RADIO DAILY* Washington—The NAB membership has voted by mail referendum to allow the association president to make contracts with staff personnel for periods of three years, with the approval of the NAB board. Contracts have heretofore been limited to one year.
There were 819 "yes" ballots, and 22 "no."

Ensign Joins ABC Sales; Kerr Takes Transit Post

William H. Ensign, eastern sales manager for Transit Radio, Inc., has resigned to accept a post as an account executive in ABC network sales department. Allen W. Kerr succeeds Ensign as eastern sales
(Continued on Page 2)

Talking Water Tower Silenced

Fort Lauderdale, Fla.—The mystery radio voice which kept Fort Lauderdale residents awake the past few nights has been silenced and the sleeping habits of the townsmen have returned to normal. It seems that an old speaker atop the water tower had been broadcasting police reports throughout the night. Investigation revealed that the speaker which had been disconnected by the police department had suddenly resumed "talking." Yesterday it was dismantled.

Nationwide Survey Launched By Mutual

In an effort to catalogue the listening habits in communities where there is only one network station, Mutual has inaugurated a survey on the local level in 116 cities in 42 states, it was announced yesterday. The survey is being conducted by Crossley, Inc., in behalf of the network, Richard J. Puff, MBS director of research, said. During the course of the survey which will be carried out this month, over 500,000 telephone calls will be made in areas
(Continued on Page 3)

KTLA Claims Record Coast Transmission

West Coast Bureau of *RADIO DAILY* Los Angeles—Latest Hooper surveys of Southern California broadcast audiences report one-third of San Diego's television viewers tuning directly to KTLA, the Paramount station in Los Angeles. Satisfactory re-
(Continued on Page 6)

Government Officials To Address AFA Meet

In an effort to achieve closer relationship with governmental agencies on the subject of advertising, the program committee for the annual convention of the Advertising Federation of America has invited H. B. McCoy, Director of the Office of Domestic Commerce, and Federal Trade Commissioner James M. Mead, Senator from New York, to address the convention on Friday, June 2nd. The convention, which is to be held at the Statler in Detroit
(Continued on Page 3)

Delay Track Broadcasts, D. Of J. Asks Congress

Washington Bureau of *RADIO DAILY* Washington—The Justice Department has asked Congress to outlaw broadcasts of horse races until one hour after the end of the races. In a new measure offered to help combat the gambling racket, Attorney
(Continued on Page 3)

DeMille Says SDG Claims Directors Of All TV Shows

Disclaiming that his statement would lead to a jurisdictional labor dispute between the Screen Directors Guild and the already established Radio and Television Directors Guild, Cecil B. DeMille said late yesterday afternoon that the SDG claims jurisdiction over "all directors of both live and filmed television shows" and has already started immediate action to bargain for them. DeMille refused to elaborate on why this far reaching state-

ment would not cause a full-scale labor war between the SDG and existing TV directors guilds. He just said that he did not believe it would happen.
He said that certain adjustments would have to be made in effecting a completion of the SDG's initial jurisdictional move, but refused to elaborate on what the adjustments were.
DeMille stated that the 500-plus
(Continued on Page 7)

Better Business Group Cautions Broadcasters

Radio offers—some mail order business and others P. I., or both—drew a blast from the Better Business Bureau of New York City yesterday. "More than a few" complaints have been received in recent months, according to the bureau general manager, W. P. Collis. He called many of the
(Continued on Page 3)

White, Mitchell On Brand Names Board

The Brand Names Foundation which is marking Brand Names Day at the Waldorf-Astoria today has announced that Frank White, MBS president, and Maurice Mitchell, MBS director, have been named directors. White will serve as a Foundation director while Mitchell will be an industry representative.
Frank M. Folsom, RCA president,
(Continued on Page 2)

Washington Outlet Reports Business Up

A 28.5 per cent increase in business of station WWDC, Washington, D. C., during the month of March, 1950, as compared with the same month last year has been announced
(Continued on Page 3)

Nominated

Ruth Crane, former head of the association of women broadcasters, has been nominated for the Advertising Woman of the Year award by the Woman's Advertising Club of Washington. The nomination is primarily for her "shop by television" program, whereby telephone orders for merchandise are taken as models display them via TV.

Tenth Anniversary

H. V. Kaltenborn will celebrate ten years as commentator on the Pure Oil Company news program over NBC May 1 with a 52-week renewal of his contract. The time—6:45 to 7:00 p.m.—has remained unchanged during the ten years, although for a while Kaltenborn was heard five days a week instead of Monday, Wednesday, and Friday.



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: RIVERSIDE 3518-9

ROME BUREAU

John Perdiciari
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	113 3/4	107 1/2	111 1/2	- 1/2
Admiral Corp.	31	29 1/2	29 1/2	- 1/4
Am. Tel. & Tel.	155	154 3/4	154 3/4	- 1/4
CBS A	36 1/4	35 3/4	35 3/4	+ 1/4
CBS B	35 3/4	35 1/4	35 1/4	+ 1/4
Philco	42 3/4	42 3/8	42 3/8	- 1/8
Philco pfd.	92	92	92	-
RCA Common	18 3/4	17 7/8	17 7/8	- 1/8
RCA 1st pfd.	78 3/4	78	78	- 3/8
Stewart-Warner	15 7/8	15 5/8	15 5/8	- 1/8
Westinghouse	34 3/8	34	34	+ 1/4
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	+ 1/4
Zenith Radio	66 3/4	64 1/4	64 1/4	- 1 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20 1/4	20 1/8	20 1/4	-
Nat. Union Radio	4 1/4	4	4 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	21 3/4	22 3/4
Stromberg-Carlson	15 1/2	17

Walter E. Poor

Walter E. Poor, president of Sylvania Electric Products, Inc., died yesterday in St. Luke's Hospital, New York, at the age of 69. He had been associated with the Sylvania organization since 1911.

IF YOU WANT PUBLICITY THAT PAYS OFF BIG

CALL THE PUBLICITY AGENCY THAT PROMOTES AND MERCHANDISES ITS CLIENTS
SAUL KRIEG ASSOCIATES
126 West 46th Street N. Y. C.
LU 2-1815

★ COMING AND GOING ★

FRANK WHITE, president of the Mutual network, has returned from a three-week business trip during which he visited affiliates in North and South Carolina, Georgia and Florida.

W. P. WILLIAMSON, owner and general manager of WKBN, Youngstown, has arrived from Ohio for conferences at CBS, with which the station is affiliated.

ELMER DAVIS, American network commentator, in town from Washington to participate in a panel discussion at the Radio Pioneers dinner. He broadcast yesterday's program from Radio City.

MRS. HELEN KELLEHER, president of Empire Broadcasting Corp., will leave this Thursday for a vacation in historic Williamsburg, Va. She plans to return in about two weeks.

FRANK COOPER is expected in New York to confer with CBS on possibilities of having "The Alan Young Show" emanate from New York instead of Hollywood.

BEN GRAUER, emcee, commentator and announcer on NBC, is expected back today from Washington, D. C., where he was guest of honor and principal speaker at a dinner in the Library of Congress.

LARRY LESUEUR, United Nations correspondent for CBS, will leave today for Columbus, Ohio, where tomorrow he will address the 12-state delegation of the Farm Bureau Mutual Insurance Co. representatives.

EARL GAMMONS, Columbia network vice-president in charge of the Washington office, was welcomed yesterday at the New York headquarters of the web.

DAVID SUTTON, sales manager of CBS-TV, has left New York for a short vacation in Florida.

BING CROSBY is in town. He'll tape four of his Columbia network shows within the next four days.

MICHAEL ROSHKIND, special events director for the American network, left Monday for Augusta, Ga., where he will supervise the web's coverage of the Masters Golf Tournament which will run from Thursday through Sunday.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in Florida for several weeks of deep-sea fishing, after which he'll go to Chicago for the NAB convention.

GENE KRUPA is spending a five-day vacation in New York. He'll rejoin his band and his drums on Saturday in Collinsville, Ill., from which point they'll head for a tour of Texas.

MARTY GLICKMAN, sportscaster for WMGM, whose description of CCNY's basketball conquests culminated a season of 100 cage broadcasts, on Friday will leave for a 10-day vacation in Bermuda. He will be accompanied by MRS. GLICKMAN, and will return in time for his baseball-background commentaries throughout the coming season.

MARY V. JADEZ, secretary to Thomas Velotta, vice-president of ABC in charge of special events, left yesterday for a vacation in Ohio.

GOEFF DAVIS, sportscaster and emcee on "Singing Battle Royal" over WINS, has returned from a three-week vacation in Florida.

HARRY WISMER, ace sportscaster of ABC, today is in Spartanburg, S. C., where he will be guest at a luncheon given by Walter J. Brown, president and general manager of WORD, affiliate of the web.

White And Mitchell On Brand Names Board

(Continued from Page 1)

will continue to serve as a director. Also, Donald B. Douglas, vice-president of the Quaker Oats Company, was re-elected to a second term as chairman and Henry E. Abt, president since 1947, was again chosen.

Speakers at the meeting today include Louis B. Mayer of MGM, Dr. Robert Millikan of the California Institute of Technology and Austin S. Ingleheart, president of General Foods.

WADC Will Celebrate 25th Anniversary, April 8

WADC, 5000-watt CBS affiliate in Akron, Ohio, reaches its 25-year mark on April 8th. The station is owned and operated by Allen T. Simmons, who is also known by his interests in transportation, theater, gold mining, and as a breeder of first-class race horses. Simmons acquired the station from a group of automobile dealers who had established it with a 5-watt power to promote the 1925 Akron Automobile Show. Shortly thereafter, WADC launched its programming with a 100-watt power and has progressed to a system including: 40 miles of wire, 100 electrical relays, four different antenna sites, eight transmitters, and its present power of 5000-watts. It was one of the original sixteen stations in the beginning of the CBS network in 1927. During the 9,132 consecutive days of

Ensign Joins ABC Sales; Kerr Takes Transit Post

(Continued from Page 1)

manager for the Transit Radio operations.

Ensign was a member of the network sales staff of CBS for 18 years prior to joining Transit Radio a year and one half ago. Earlier in his career he was sales manager of the Blue network and first director of radio sales for J. Walter Thompson Company.

Kerr has a background of 15-years in radio sales. He was formerly with Free & Peters, Inc., and the Rambeau Co., and with stations WCBS and WOY.

Peter Sullivan

Peter Sullivan, 89, father of Ed Sullivan, died yesterday in Portchester, N. Y. Funeral will be held Friday.

The CBS-TV commentator and emcee will not be heard on his Sunday night "Toast of the Town" program. His place will be taken by Milton Berle, Ken Murray and Robert Q. Lewis, all of whom volunteered their services following news last evening of the elder Mr. Sullivan's death.

broadcasting, WADC has moved from the Portage Hotel, to the Cadillac Building, to the old Beacon Journal Building, to Tallmadge, Ohio, and now back to Akron in its present modern building which is located at the corner of Main and Mill Streets.



Ever seen a Kudu?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such BIG results from so LITTLE money on W-I-T-H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Government Officials To Address AFA Meet

(Continued from Page 1)

from May 31-June 2, will be attended by advertising men and women representing 25,000 members, according to the joint announcement made by Elliott Shumaker, Detroit general chairman of the convention, and Elon G. Borton, president and general manager of the Federation.

McCoy, who is head of 15 divisions of the Commerce Department, has chosen as his topic: "What government material and services are available for advertising people and how to get them."

Among the other important speakers at the convention are: Eric Johnston, President of the Motion Picture Association of America, speaking at the luncheon session of May 31; and W. Paul Jones, president and general manager of Servel, Inc. The three-day program is built on the general theme: "Advertising's Responsibilities in a Dynamic Market."

Charles B. Lord, retail advertising manager of the Detroit Times, and Edythe Fern Melrose, of the House of Charm, have headed an entertainment committee to arrange an elaborate program of sightseeing trips and the annual banquet followed by special feature attractions.

Delay Track Broadcasts, D. Of J. Asks Congress

(Continued from Page 1)

General McGrath has asked Congress to force both aural and video broadcasters to wait a full hour before broadcasting results. Although other proposals would deal with football, baseball and basketball, the Justice Department bill apparently does not affect the broadcast of these sports.

The Washington Star commented editorially yesterday that "well-intentioned as such legislation may be, it would inevitably lead to enforcement complications of serious nature. The hour-delay rule against television or radio broadcasting of gambling information could be construed as precluding the broadcasting of the finish of horse races. If so construed, the ban would bring a howl from the millions of non-betting race fans.

"The radio stations would have a distinct advantage over television stations, too, for they could broadcast recordings containing all the color and excitement of the original event. Television, however, would have to rely on films for a re-broadcast, and films are never so realistic to the TV fan as the live broadcasts direct from the track.

"The purpose of the one-hour delay, according to the Attorney General, is to eliminate radio and television broadcasts as means of circumventing the ban on transmission of information useful to gamblers. The racketeers would probably find a way to readjust their operations."

P. I. Radio Selling Blasted By Better Business Bureau

(Continued from Page 1)

offers "shoddy stuff" and "not much credit to the broadcasting industry." Specifically, he named a balloon offer which brought a host of letters to the bureau during the Christmas holidays and a bank clock which "was not a clock." Another offer considered "very poor merchandising" by Collis was a pass book which served as a bait to bring customers to various businesses. The general manager said stations had been cooperative with the bureau in making adjustments but added that practically every station in the area had been involved in the trade. Overall however, he said, the P. I. business seems to be on the decline.

P. I. Decline Reported

The latter comment is borne out by a survey of the radio offer business made by RADIO DAILY. In addition to deals which have backfired on broadcasters, the following reasons among others are given for the decline: better business conditions in general which have existed in radio since the Fall of 1949; the tendency of P. I. firms to pay cash for advertising where the rate would become less; and the falling out of many small fly-by-night P. I. concerns. However, the mail order business still continues to grow, the survey showed.

One agency which handles a multi-million-dollar mail order business, Huber Hoge & Sons, says that they no longer handle P. I. business as such today. A spokesman for the agency said that the P. I. is out not because of NAB or any other group but because it is smarter to buy time.

Very few stations will turn down a good M. O. deal, the Hoge spokesman continued.

Revenue Estimates Vary

Estimates of the revenue for stations from radio offers varies from five to 30 million dollars yearly with best bets in the neighborhood of \$12,500,000. Offers vary in price from one to six dollars. Whereas a few months ago, 600 or 700 stations would accept P. I., the number has now fallen to about 300 or 400. Stations not carrying M. O. are very rare, the survey showed.

BAB points out that while P. I. has proved that radio can help direct sales, it is still cheaper to merchandise through regular channels. M. O. products to go over must be unique, have universal appeal, low cost and be a product not generally available is another fact brought out by BAB.

M. O. Network Thrives

One organization still strong in the P. I. field is the Mail Order Network, headed by Hal Kaye. Some 60 stations are included on their list with so-called "fringe" time being used. Kaye says that all M. O. business might be considered P. I. in that it either pays off or is dropped by the time buyer. Noted especially by Kaye is the tendency

of many in the radio offer field to oversell their items. The false impression created by the ads brings many complaints that would not occur with copy carefully prepared, he added. All copy of the Mail Order Network is re-written and no unsupportable claims made, Kaye concluded.

Among the leaders of the P. I. field today are WRVA, Richmond, WVVA, Wheeling, West Virginia and WCKY, Cincinnati. The latter has been in the P. I. business for nearly two years. WCKY however, operates as a "mail order catalogue" for rural areas of the South and depends on satisfied customers to buy again and again. Items handled range from baby chicks to the Holy Bible with some one million orders taken by the station last year alone. All P. I. offers are made on a jam-boree from 8 to 12 midnight and programming is carefully planned.

NAB Against Methods

NAB's stand does not change however, even for the more creditable operations which attempt to handle only bonafide items. NAB believes that P. I. rates are "unfair discrimination" toward other advertisers on the air. However, mail orders are not condemned by NAB.

Nationwide Survey Launched By Mutual

(Continued from Page 1)

served locally by one network station and by two or more network stations from points outside such localities. The reports will be prepared weekly with a complete study for each of the four weeks from April 2 to April 29.

At Mutual headquarters in New York yesterday it was said that the results are expected to fill a long standing need by advertisers for more adequate information on listening in markets beyond the metropolitan centers.

Washington Outlet Reports Business Up

(Continued from Page 1)

by Ben Strouse, v-p and genl. mgr. of the Capital Broadcasting Co. The boost reflected the first full month of 5000-watt operation for WWDC and a switch in dial spot from 1450 to 1260. Previously a 250-watt indie, WWDC became a 5000-watt on Feb. 20th, when they purchased the facilities of the Cowles Broadcasting Co. The announcement said the increase was shown in both local and national business, with national spot business of the station being particularly good.

No School Today!

When Old Man Weather keeps school doors closed, how does Teacher notify the kids? Up in New England, around Boston town, the answer's easy. Telephone WBZ, and let the airwaves spread the word. Why WBZ? Because in surveys, students voted WBZ their "most listened to" station! And if the children are listening, it's as clear as 2 + 2 that the parents are listening too. For availabilities, check WBZ or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE

WBZ



WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

CHICAGO

By HERB KRAUS

HAROLD STOKES, veteran radio man, and for the past five years program manager at WENR, has resigned because of ill health. He is being replaced by Leonard Blair, radio and TV director of ABC in New York. A. J. Koelker rejoins ABC's midwest office in the sales department.

Something new and big in promotion is scheduled from the press closet of ABC soon. It is an out-sized, elaborate brochure on their successful show, "Super-Circus" allegedly the first press book issued by a network TV show.

The Quiz Kids, seen on NBC-TV Friday at 7:00 p.m., will be telecast every other week during the summer months starting June 9. On September first, the show will revert back to the one-a-week slot.

Dynamo Dave Garroway has launched a new network morning radio show from 9:30 to 10 a.m. Monday thru Friday. In addition to his regular stable of talent, the show will employ a studio audience and participation gimmicks. Scripter Charlie Andrews will also join the talent line-up with Connie Russell, Jack Haskell and the rest of the Garroway regulars.

Matthew J. Miczek, district census supervisor, appeared on "Listen to Cliff," on WBBM April 1, during the early morning show broadcast direct from the Johnson family home in Oak Park. He "counted" all the Johnsons and explained the workings of the census to the listening audience.

WOAK, Oak Park, will broadcast "The Seven Last Words of Christ," on Good Friday, April 7, at 9:00 p.m. The program was first broadcast on Good Friday last year over the same station. Staff member James A. Wimmer wrote the script after months of research.

"Life With Luigi" originates from WISN, Milwaukee, Tuesday, April 11, in honor of Milwaukee's Progress Week. Author Cy Howard is a native of the city that made beer advertising famous. More than 13,000 people are expected to be on hand at the Milwaukee arena to watch the show. Howard, a former WBBM salesman, sets the locale of the Luigi show in the Windy City.

Virgil Reiter of Hammond, Ind., a 20-year veteran of Chicago radio, joined the Mutual central division sales staff this week, as an account executive. He was formerly midwest manager for WCAU, Philadelphia, and later headed the new business dept. at Ruthrauff and Ryan.

DAVID ROSS

Radio — Television — Films



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Things Ain't Tough Enough Dep't: The television "talent well," so they say, is running dry here, so an S.O.S. has been sent out to the coast agencies and studios to round up unemployed H'wood performers who might be interested in video careers here. Hmf! . . . Rumored that Dick Pack may get Ted Colt's vacated berth as program director of WNEW, N. Y. Pack, public relations director for the station, has had considerable experience as a program producer and scripter. . . . Bob Monroe's "High Adventure" embarks on a star policy April 16th with Burgess Meredith as the leadoff celeb. . . . Bill Slater takes over the emcee chores on Bill Gernannt's "County Fair" starting this Sat. . . . Arnold Michaelis has joined MCA's radio dep't. . . . Five-and-a-half-year-old Red Roger Kunkis joins "Juve Jury" April 9th. . . . Gracie Fields planning to become a regular in TV. . . . John Tillman being set for a series of lecture dates on TV news. . . . Alan Benson sez his TV screen is so small that Hopalong Cassidy comes out as Hopashort. (Which inspires Harold Stein to the following bit of prose: I hope that I shall never see, another gag on small TV). . . . Frank Gallop is just what "Lights Out" needed. . . . The radio version: Winnie Garrett overheard one radio writer's son bragging to another: "My father's ulcers are bigger'n your father's!"

★ ★ ★ ★

● ● ● One thing newspapermen like the most about John Cameron Swayze (aside from his high-grade newscasting) is his never-failing note of thanks no matter how obscure the item or how anemic the circulation. Too bad more performers don't follow John's lead. Gratitude may be merely an expression of appreciation for favors yet to come, as some skeptic wrote many years ago, but it's still better than none at all. None of us is too big or too small not to be warmed by appreciation. We remember some years ago when Mark Hellinger was covering the B'way beat for the Daily Mirror. One day he turned over an entire col'm to a B'way leading man. Meeting him on the street a few days later, Mark was fully prepared for a hearty demonstration of the fellow's gratitude. Instead, the latter fixed Mark with a fishy eye and snapped: "What's the matter, didn't you have room for a picture?"

★ ★ ★ ★

● ● ● **THAWTS WHILE THINKING:** Remember way back when the vanishing Americans were Indians—instead of sponsors? . . . Cartoonist Joe Calcagno's catch-phrase, "Yeeps and Yipes," from his Sunday Herald-Trib. comic strip, "Skimpy," has been converted into a pop song by Morton Downey's nephew, Jack, who's a disc jock at WONS, Hartford, Conn. Jack will Decca-rate it. . . . When is story-dry H'wood gonna discover that a "Kate Smith Story" would be another million-dollar box-office picture? It took Sidney Skolsky years to sell 'em on the Jolson Story. Kate's life is just as fabulous—starting as a choir girl from Washington she has reigned as the Nation's No. 1 femme singer for 20 years. . . . Noro Morales, the portly Puerto Rican piano marvel, has polished off some Dixie-land rhumba music for his return to his old CBS and WOR wires. Wanna good title, Noro? Call one "The Jefferson Davis Rhumba." . . . The Publicists Guild is off to a flying start with Eddie Weiner as president. Ed is respected by his own colleagues and newspaper guys alike. It's about time, too, that the press agents recognized their own importance. Every big benefit for years has depended upon the p.a.'s—who usually wind up with none of the credit. . . . What's the sense of worrying about color in television. The only color video needs nowadays is the color of some sponsor's money.

SAN FRANCISCO

By NOEL CORBETT

TV sets in the Bay Area now number 43,442, according to the San Francisco Television Stations Committee.

Sandy Spillman, a mind-reader by profession, is now sponsored on KPIX by the Lock-Tite Safe Company. His TV act includes reading minds of people out of the studio audience, and a telephone mind-reading gimmick.

Bill Minette, who helps beat the publicity drums for Johnny Thompson at KNBC, was bedded down with the flu bug for a week.

The Les Vogel Chevrolet Company now sponsoring telecasts of "Boys' Club Boxing" on KGO-TV. Battlers who participate range in age from 8 to 15. Rounds are 1-minute each, and each fight is for two or three rounds. Winners get two-week vacations at boys' summer camps. Ira Blue gives the blow-by-blow descriptions.

Adelaide Hawley, editor and commentator of "Women in the News," sponsored by Home Containers Corp. on KGO-TV Thursdays, had to wait for television to come along before she could face a camera. For years she was the editor-narrator of women's subjects for the movie newsreel, "News of the Day," but never appeared on the screen.

Grant Holcomb, director of news for KCBS, has been invited by Mayor Robinson to serve on a Citizens' Committee for the taking of the 1950 Census in San Francisco.

HERE 'N' THERE. . . . Arthur Hull Hayes, CBS vice-president, entered Palo Alto Hospital Mar. 27 for an operation. . . . Packard-Bell radio and television, through Goldthwaite-Smith Ad Agency of San Francisco, have signed to sponsor the KGO-TV coverage of the Coliseum wrestling matches. Vincent Francis, KGO-TV sales manager closed deal. . . . Dude Martin, KYA's hillbilly band leader, is now with Mercury Recording Company. First out is "Boogie Woogie Cowboy." . . . J. G. (Gil) Paltridge, general manager of KYA, has announced that Wallace (Wally) Brazeal, has joined the station's sales staff. Brazeal was for sixteen years with KXLY in Spokane, Washington and three-and-a-half years with KHQ there.

Moving To WHYN

Syracuse, N. Y.—Herb Carneal, sportscaster for WSYR, local NBC affiliate, has resigned his post to become sports director for WHYN, Springfield and Holyoke, Mass. Carneal is now in Haynes City, Fla., with the Springfield Cubs (International League) and will remain there until the middle part of April when they return to Springfield. Carneal's radio career started at WMBG, Richmond, Va., and he joined the staff of WSYR in October, 1944.

Advertising Agency News And Notes From Here And There

MRS LYKKE & ASSOCIATES, public relations, and William J. Wilkin Company, advertising, have merged in San Francisco. The new firm will be known as Lykke-Wilkin Associates.

THE ATLANTIC CITY RACING ASSOCIATION, of Pleasantville, N. J., has named W. Wallace Ort, Inc. of Philadelphia and New York, effective April 10. Radio, video and other media will be used.

WILLIAM J. ROSSER has joined the sales staff of WWDC-FM in Washington as an account executive. He was formerly of the directory advertising division of the Chesapeake and Potomac Telephone Company.

THE MONARCH-SAPHIN department store chain to Blaine-Thompson Company of New York.

ALBERT LOOMIS has been named director of service of Duane Phones Company, Inc. He was formerly of C. J. LaRoche & Co., Inc.

INTERNATIONAL HARVESTER COMPANY through Young & Rubicam (for International Harvester Trucks) launching a 10-week campaign on the Midnight Sun Broadcasting Company stations, KFAR in Fairbanks and KENI in Anchorage, Alaska. 50-word (live) spot announcements are scheduled five times weekly on both stations.

PHILIP G. LASKY of The Associated Broadcasters, Inc., and vice-president and general manager of KPIX, San Francisco, has announced the appointment of The Katz Agency as its national television representative.

LAWRENCE B. BURWELL has been appointed media director of Charles L. Rumrill & Co., Inc.

SCHUYLER PATTERSON has joined Wilhelm - Laughlin - Wilson and Associates as account executive.

BOB SCHULTZ has been named director of television for the Herman Fialkoff Theatrical Agency. He is a former MCA rep and was TV director for W. B. Doner of Detroit. The agency has also announced that it will move to 1560 Broadway from 45 Fifth Avenue on April 10.

GROTON WATCH COMPANY, INC., to B. D. Iola Co., Inc.

ATLANTIC CITY STEEL PIER COMPANY to Rolley & Reynolds, Inc. of Philadelphia. Radio and media will be used.

ALEXANDER H. MOSSMAN has been elected to the board of directors of Wendell P. Colton Company.

CORNELIUS D. CROWLEY, JR., formerly with the law firm of Harper and Matthews, has joined the legal staff of RCA Communications, Inc.

SIDNEY ASCHER ASSOCIATES have been signed to handle the public relations and publicity for The Goldman, New Jersey hotel resort. George Schreier is the account executive.

STANLEY HALPERN has been named vice-president in charge of sales and new program development for Roberts & Carr Productions, an independent radio and TV package firm. He was formerly with William Morris Agency.

H-R REPRESENTATIVES, INC., have been engaged by KXXX, Colby, Kansas, 5,000-watt independent station broadcasting on 790 kc.

WILMER S. ROBERTS and Anita S. Goldberg have formed a new agency, Wil Roberts Advertising at 1627 Walnut Street, Philadelphia. Roberts was formerly production director of Adrian Bauer Advertising Agency, Inc.

JOHN A. CASHMAN, vice-president of O'Brien & Dorrance, Inc., has been elected secretary-treasurer of the agency.

FACTS ON CHICAGO'S OUT-OF-HOME AUDIENCE*

MONDAY-FRIDAY 6:00 AM-6:00 PM **W-I-N-D IS SECOND** WITH 19.5% OF THE TOTAL AUDIENCE

SATURDAY 6:00 AM-6:00 PM **W-I-N-D IS FIRST** WITH 18.6% OF THE TOTAL AUDIENCE

SUNDAY 6:00 AM-6:00 PM **W-I-N-D IS FIRST** WITH 18.3% OF THE TOTAL AUDIENCE



*PULSE OF CHICAGO, OUT-OF-HOME SURVEY, JANUARY-FEBRUARY, 1950

560 KC-5000 WATTS • CHICAGO, ILLINOIS • 24 HOURS A DAY • KATZ AGENCY, INC., REP.

PROMOTION

Bobby Benson Days

A series of personal appearances have been scheduled for Bobby Benson, whose radio adventures as a twelve-year-old cowboy are heard on Mutual network three days weekly (Mondays, 8 to 8:30 p.m.; Tuesdays and Thursdays, 5:30-6:00 p.m.) Highlight of the campaign will be Bobby's appearance with the Ringling Bros., Barnum and Bailey Circus at Madison Square Garden on April 14th.

Officially, his tour gets under way with an appearance in Paterson, N. J., on Apr. 12th; then goes to Richmond, Va., on April 15. Wilkes Barre, Pa., has declared Sat., April 22nd, as "Bobby Benson Day," when it will hold a parade and celebration in his honor. Bobby will lead the parade while riding his horse, "Amigo." Plans are also being made for an appearance in Philadelphia during the early part of May.

U. N. Record Album

An album of phonograph records, giving the story of the origin, scope, aims and achievements of the United Nations is being produced at Lake Success by Mrs. Eleanor Gardner and Saul Carson, who have formed a documentary record album company under the name Tribune Productions. The album will be called "This Is The U. N." and will be released by the end of summer, according to Benjamin Cohen, Assistant Secretary General of the U. N. Dept. of Public Information. Among those of the U. N. who will assist and control the editorial content of the album are: Peter Ayles, director of the U. N. radio division; Walter B. Harris, chief of the U. N. education section; Mrs. Dorothy Lewis, coordinator, U. S. station relations, United Nations radio; and Gerald Kean, English language service, U. N. radio.

KTLA Claims Record Coast Transmission

(Continued from Page 1)

ception of KTLA, which is 125 miles distant, is attributed to two factors, an exceptionally strong signal and the location of the KTLA transmitter on 5,800-ft. Mt. Wilson.

KTLA and San Diego's only TV station, KFMB-TV, on the occasion of the latter's opening, scooped West Coast television with the first television network hookup on May 15, 1949. The network hookup was accomplished without benefit of "booster" relay transmission towers or coaxial cable. KTLA's strong Mt. Wilson transmitter signal was picked up by KFMB-TV's Mt. Soledad tower and, in turn, beamed to the San Diego area. Since May, 1949, hundreds of hours of KTLA programming have been supplied in this fashion to KFMB-TV. NBC's Los Angeles outlet, KNBH, this week began supplying programs to KFMB-TV by the same method.

California Commentary

By ALLEN KUSHNER

● ● ● Those old Laurel and Hardy films on television have injured considerably interest in the pair for a new "live" series and this situation may result in some suits being filed to determine whether a man's livelihood can be injured by re-showing of his old films. . . . Microwave towers and coaxial cable will supplement each other, rather than run as competition, the experts say. . . . At this writing, the Jerry Fairbanks firm in Hollywood appears to be occupying the Number One position in film-making for television. Hal "Great Gildersleeve" Peary is latest to schedule a test production for Fairbanks. . . . First large screen television for Los Angeles is going to be installed in the famous Orpheum Theater—and the announcement was made at a meeting of 400 exhibitors called by 20th Century-Fox. At all sales and exhibitor meetings these days, the big topic is what to do about TV. . . . Pal Branceaux, former Schubert dance director, will be musical director for the Pollack and Rogers Television weekly show, "Hollywood Skyroom," featuring Broadway and Hollywood stars, Max Pollack announced this week.

Hollywood

● ● ● Meredith Willson, smashing records for the Iowa Industrial Fair in Des Moines, planed back to Hollywood this week to do another series of recordings on his thrice-weekly air show. Willson's program was launched this week in 48 major cities with Paulena Carter, Walter Reed and Tex Williams as guests. . . . The fact that one network is making "top brass" personnel changes in its television departments here indicates that the fight is on between the two major networks for the top spot in Hollywood television. . . . It is agreed that Hollywood soon will be the country's television center and both networks are marshalling their strongest forces in the fight for TV supremacy here. . . . Price tags on real estate within a two-mile radius of Hollywood and Vine are going up and there's a distinct feeling that another land boom is on the way. . . . CBS' purchase of a full city block at Sunset and Bronson is the first move. . . . Watch for a third network to grab real estate close to Sunset and Vine. . . . Hollywood's critics, having seen Garry Moore and Alan Young on TV, are predicting that these two comics are definitely video's "fair-haired" boys during the 1950's. . . . TV guest appearances currently range from \$50 to \$500 but the price, within the next six months, will be doubled or trebled. . . . Bob Shannon, Milwaukee's gift to radio, is about to sign a contract with a major cartoon studio to do voices for several cartoon characters.

★ ★ ★ ★

● ● ● Opening night of Coast League baseball in Hollywood was a distinct disappointment to club owners. Little more than 5,000 fans were on hand, which is 60 per cent under the usual season's opener here. . . . It's being blamed on the fact that the games were televised. . . . Frigidaire's big one-time splash in television with Bob Hope as emcee may lead other sponsors to feel that an occasional "Colossal" on TV is better than a weekly show on radio. . . . Ex G-Man Joe Graydon, now one of Hollywood's brightest television stars, has built up such a strong following among teen agers and housewives alike that he's now negotiating with two major networks for a TV radio show, too. . . . Walter O'Keefe's "Double or Nothing" program over NBC today will have as a special guest, A. J. Crotty, who is president of the National Restaurant Association. In addition, two winners of the "Hollywood Weekend" trip from Seattle will vie for cash prizes in the "Seattle Against The World" contest. . . . Jackie Gleason, currently starred as "Riley" in the "Life of Riley" video series, has just been signed by Universal-International for a top comedy role in the "Desert Hawk." . . . Frank DeVol, of the "Jack Smith Show" has been set to play a string of College dates on weekends, beginning May 19 with the Whittier College Jr-Sr prom at the Beverly Hills Hotel. . . . Natalie Kalmus of Technicolor fame is now associated with a swank Television set maker.

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NEW BUSINESS

WPIX, New York: Studebaker Dealers of Metropolitan New York will sponsor wrestling bouts from Hempstead, N. Y. The 13-week contract was placed by Roche, William & Cleary Inc., of Chicago. Arthur Guinness Sons Co., Inc., for Guinness Stout, sponsoring the "Guinness Telecade of Sports," a 15-minute sports reel, beginning March 1. The 13-week contract was placed Hewitt, Ogilvy, Benson & Math advertising agency.

The New York News who will sponsor "Voice of the People," a 4-minute forum program at 8 p.m. Thursdays. The 52-week contract was placed directly. Dynamic Electronics Inc. sponsored a one-hour remote program Saturday, March 25, beginning at 11 p.m., in connection with the opening of a new Dynamic store at 1926 Broadway.

Spot business included: Standard Brands, for Instant Tea, will use 2 second spots beginning April 14. The 52-week contract was placed by Compton Advertising. Jamaica Race Track, through Al Paul Lefton using 20-second spots beginning March 25 through April 29. Lamont Corlie Inc., for Nestles Candy Bar, renewed their 20-second spot contract for 13-weeks beginning April 1. The agency is Cecil & Presbrey.

Participating sponsors include: Shop By Mail, for nylon hosiery who will use participations in the "Gail & Bill" program, Monday through Friday; "Little Old New York," Mondays; "Your TV Reporter," Tuesdays, Thursdays and Sundays; and "The Art Ford Show" Fridays. The agency is Scheck Advertising.

WXYZ, Detroit: Sun-Filled Orange Juice has purchased five participations a week effective March 13 for 39 weeks, on Ross Mulholland early morning disc show heard Mondays through Fridays. L. V. Ramsey is the agency. General Foods, Devils Food Mix has signed for the same program on a two-week participation basis, plus two chain breaks a week. Both orders were effective March 13, for three weeks. Young & Rubicam is the agency. The Goebel Brewing Company, of Detroit, this week launched a new spot campaign by ordering on WXYZ, 10 chain breaks a week. The contract will run until April 1. Brooke, Smith, French & Dorrance Inc. is the agency.

Plug Easter Record

Hollywood—Capitol Records has just placed in general release, Jimmy Wakely's recording of "Pete Cottontail." The recordings were planted with all disc jockeys in Los Angeles area within two hours after they were sliced. Capitol also sending out 2,000 special Easter cards, plugging Wakely and "Pete Cottontail" to its entire list of disc jockeys throughout the United States.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, April 5, 1950 — TELEVISION DAILY is fully protected by register and copyright

DeMILLE CLAIMS ALL DIRECTORS

TELE TOPICS

TELEVISION, AS A MEDIUM, has produced a crop of assorted critics who think the easiest way to get a free publicity hike, is to find fault with the video art. Latest of the critics is an art educator who takes the podium to proclaim that shows which purport to teach children art are really stifling the youngsters creative ability. He offers no constructive suggestions for improving art programs and lets his comment drop for whatever pickup may follow. This is only one of several forms of publicity-seeking criticism that has been leveled at TV recently. They range from opticians who dramatize the harm of viewing TV programs to the reformer who views with alarm modern sophistication in dress.

CBS-TV HAS SIGNED United Fruit as sponsor of their two-hour telecast of the Fifth Avenue Easter Parade. . . . ABC-TV is currently distributing a film catalogue to affiliates. The catalogue, 119 pages of it, lists more than 1,000 films suitable for TV presentation. . . . NBC-TV has snared Faye Emerson, who will move over from CBS-TV on April 22 under sponsorship of Arnold Bakeries. . . . WNBT debuts "Spot The Sponsor" on April 17. . . . WJZ-TV has signed four sponsors for "Mr. Magic" which bows next week. . . . CBS will show the CIRR delegates their TV system in operation on Thursday in Washington. . . . WDTV comes up with the vital information that their staff members represent 35 different trade schools, colleges and universities.

DAT MEIKLE, of DuMont's "Magic Cottage," has been booked into a Loew Theater for a personal appearance. . . . Ralph Giffen has been appointed WOR-TV's sports field director for baseball. . . . Don Goddard of WINS bowed on WNBT with his own news show on April 2. . . . Lionel Hampton does a guest shot tonight with the Kirby Stone Quartet. . . . Hudson Faussett has joined the production staff of NBC-TV with the title of producer. . . . William I. Kaufman, NBC-TV casting director, has penned a book which will be brought out in May. He's also working on an anthology of TV's "best" plays.

WPIX SIGNED 47 advertisers during March. . . . DuMont will premiere "Starlit Time" next Sunday. . . . WCAU-TV has renewed Erlanger Brewing Co. as sponsor of "Fame and Fortune." . . . and WTMJ-TV has signed Schlitz Beer as sponsor of the "Schlitz Saturday Night Theater." . . . The Masquers Club and Bernard Schubert will soon present a new video show, "The Masquer's Theater," which will utilize the services of the more than 400 actors and professionals who comprise the club's membership.

Color-TV Cross-Examination Today

Washington—Cross-examination in the color-TV hearings gets under way this morning, with Editor Donald Fink of "Electronics," spokesman for the Joint Technical Advisory Committee, the first witness to go on the pan. CBS has waived its right to cross-examine, but other parties are expected to throw plenty of questions.

Yesterday saw the introduction of a technical description of the RCA single tubes for color by Dr. Elmer W. Engstrom, with Commissioner Robert F. Jones asking for legal testimony regarding the patents and picture on the tube. Jones and CBS Attorney Richard Salant both leveled fire on Engstrom, with Jones holding that he was predicting higher set prices for single-tube color sets than RCA Chairman David Sarnoff predicted last week.

Tele Webs, Stations Plan Easter Programs

More special television programming than ever before has been earmarked for presentation this year in honor of Eastertide by the major video webs and independent stations.

Highpoint of the day's special programming by the webs will be the presentation, by NBC of an hour and one-half special variety show to be emceed by Bob Hope under sponsorship of the Frigidare division of General Motors. Also high on the viewers list will be the presentation, over NBC-TV and the DuMont web, of Father Peyton's hour-long "Triumphant Hour."

In addition to these standout programs, the webs and stations have scheduled a variety of special religious and entertainment programs including the usual Easter Parade coverages and other stand-bys.

NBC has scheduled a total of 11½ hours of Easter programming.

Theater TV Growing, Says Nathan Halpern

Oklahoma City—Theater video has begun to grow rapidly and "with a little luck and a lot of hard work" the first exclusive theater TV programs may be launched before the end of the year, Nathan L. Halpern, television consultant to TOA, Fabian, ATC and Century, said before the Theater Owners of America, now meeting here.

Looks Into Future

Pointing out that six months ago there was only one theater TV installation, Halpern declared there are 16 installations in theaters or on order with manufacturers. Within the next few months equipment will be operating in Manhattan, Brooklyn and Flushing, New York, as well as Boston, Albany, Toronto, Detroit, Chicago, Milwaukee, Kansas City, San Francisco and Los Angeles. Other theaters and cities are considering theater video installations, he said.

KTLA Adopts Commercial Policy Banning Spot Gang-Up

Hollywood—In order "to offer the greatest advantage possible to sponsors," KTLA has adopted a new spot announcement policy which was effective Apr. 1, it has been announced by Klaus Landsburg, west coast director of Paramount Television, owners of the Los Angeles station.

According to Landsburg, the new policy calls for the acceptance of one-minute live or film commercials only if either the preceding or following programs is sustaining or in the preceding presentation is a feature motion picture.

In addition: "Between all other programs, spot announcements shall not exceed 20 seconds in length. Coupled with these 20 second spot

announcements, 10 second station breaks are now available on KTLA.

"Thirteen week spot announcement contracts entered into before February, 1950, will be honored to their expiration date; contracts for a period exceeding 13 weeks and entered into prior to February 1, 1950, shall likewise be honored only to the expiration of the first 13 week period. Contracts entered into after February 1, 1950, must be modified prior to April 1, 1950, to conform to the 20 second limitation, or in event advertiser cannot present spot announcements of this maximum length, the contract automatically shall be cancelled as of April 1, 1950."

Wants Jurisdiction Over Live, Film By The SDG

(Continued from Page 1)

membership had a right to represent all video directors and said that since these directors are directing action moving across a screen, this right was inherent.

DeMille's statement was pretty much a reiteration of a statement made last week by George Marshall, president of SDG in Hollywood. Its significance was mainly that it was stated in New York where the Radio and Television Directors Guild, AF of L, is the recognized bargaining agent for video directors in New York.

DeMille said that "negotiations" between the various directors groups are currently under way, but he refused to specify which organizations are taking part in the discussions.

Half-way through his press conference, DeMille veered from the knotty discussion of jurisdictional rights, and stated that TV would bring the motion picture to its full flower as an industry. He said that some mechanical system (like Phonevision) would provide Hollywood's film industry with its biggest box office to date. DeMille said that to achieve such proportions, video and the motion picture industry must work hand in hand.

Want Larger Discounts

Television dealers queried by the John Meck industries regarding their opinions of discounts on TV receivers have voted almost unanimously for greater margins. The survey was made by Frank C. Nahser, Inc., a Chicago advertising agency which withheld Meck's name until the replies had been received. Of 5,000 dealers queried, 704 replied; 672 said higher margins are necessary; 17 were satisfied with present margins; 15 indicated no opinion. Meck has gone on record offering discounts up to 40 per cent and stating that prevailing discounts of other manufacturers range between 23 per cent and 28 per cent.

NBC Uses 'Rear-Screen'

For the first time on NBC Television, motion picture rear screen projection was utilized in a commercial during Admiral Corporation's "Lights Out" program, Monday, April 3. The Kudner Agency's client presented a close-up of the Admiral television set with a moving scene of a bathing beauty costumed on the screen.

COAST-TO-COAST

WERE Signs For Football Sked
Cleveland, O. — Arrangements were set recently for WERE to carry the Cleveland Browns football games for the next three years. Bob Neal, sportscaster who has handled the airing of the games for the past four years, will continue to do so in his new capacity as sports director of WERE. According to Sidney Andorn, station's director, an Ohio network will be set up to make it possible for the games to be heard all over the state.

WCRB's Boner For March

Waltham, Mass.—Recently WCRB began a public service series, "The Mayor Reports to the People" for one of the dozen communities served by the station. In the third broadcast His Honor explained why it was going to be impossible to reduce the tax rate substantially. Dropping his quarter-hour short, the control room filled out with an orchestral selection that happened to be on the turntable. The tune? "Don't Blame Me"!

Covers Airport Dedication

Richmond, Va.—WMBG gave wide coverage to the formal dedication of the new million-dollar airport terminal of this city when ceremonies took place on Saturday, April 1. A half-hour of broadcast direct from the scene was presented on opening day. To prepare the state for the opening, two simulcasts were presented featuring the manager of the airport, the chairman of the dedication committee and members of local civic clubs here who worked on dedication day projects.

Ambrose To Air School Program

Worcester, Mass. — WTAG (and FM) sports editor Johnny Ambrose will conduct a special broadcast of stations' regular "Know Your Schools" series on April 22nd. The series, presented with co-operation from the City School Dept., features instructors, students and board members in school discussions.

Celebrating 15th Anniversary

Hartford, Conn.—Program manager Harvey Olson of WDRC is observing his 15th anniversary with the station. Olson joined WDRC in April, 1935, after an acting career which included appearances in Broadway productions.

Appointed Production Supervisor

Cleveland, O.—WERE has announced the appointment of John Saunders as production supervisor. Saunders has been associated previously as director, producer and actor with other radio and television stations here. He is well-known here as the Coco-Cola Santa Claus, which he played for three years on WGAR, three years on WJW, and last year on television for WEWS. He has also worked at WLW, Cincinnati; WFMJ, Youngstown, and WGAR as producer and writer.

Mullen Installed As Pres. Of Radio Pioneers Club

(Continued from Page 1)

Carlton Hotel in New York City. Mullen, now chairman of the board of the Jerry Fairbanks TV production studios, was presented by William Hedges, retiring president of the Pioneers.

The installation of Mullen was one of several highlights of an evening which brought together a veritable "who's who" of broadcasting. Wayne Coy, chairman of the FCC, was heard answering questions at a Meet the Press session; Hans V. Kaltenborn, first president of the RP's, used doggerel to give a progress report on the club; and radio veterans from near and far spun tales of the early days of broadcasting.



MULLEN

Thomas Edison Honored

A hush fell over the grand ballroom of the hotel when the name of Thomas Alva Edison was announced as the first to grace Radio's Hall of Fame. The tribute to Edison was read by Mark Woods, vice chairman of ABC, and Hall of Fame committee chairman, who enumerated the achievements of Edison. In a summation, Woods stated that Edison's great achievement of providing the first methods by which electrical energy can be distributed throughout the world has contributed as much as any other single factor all time to the radio industry.

The Edison award was in the form of a bronze plaque and a scroll which were presented by Hedges to Charles F. Kettering of General Motors, who received them on behalf of the Edison Foundation. Later, when a site for the proposed Radio Hall of Fame has been selected, the plaque will be mounted in the hall and surrounded with an exhibit of Edison's inventions. In the annual report, Woods summarized the work of the Hall of Fame committee members.

Among those attending last night's dinner were:

Mr. & Mrs. William Hedges, v-p NBC, New York, president of the Radio Pioneers; Carl Haverlin, pres. BMI, New York; Ida McNeil, Pierre, S. D.; Lillian Okun, New York; J. E. Baudine, KDKA, Pittsburgh, Pa.; Andrew Haley, Washington, D. C. (& Mrs.); Clair McCollough, WGAL, Lancaster, Pa.; W. P. Williamson, WKBN, Youngstown, Ohio; Mr. & Mrs. George Jaspert, Boston Herald Traveler; H. J. Zane, New Jersey; Julian Skinnell, WLBB, Lebanon, Pa. (& Mrs.); Mr. & Mrs. H. P. Hillbreth, Mohawk Carpet Mills, Amsterdam, New York; R. J. Swanecamp, NBC, New York; Mr. & Mrs. Joseph Lang, WIBG, Philadelphia, Pa.; James Wallen, Mutual, New York; Mr. & Mrs. R. S. Keller, New York; Gerald Harrison, WMAS, Springfield, Mass.; Ed Otis, Mutual, New York; Sam Ross, New York; Victor Diehm, WAZL, Hazleton, Pa.; H. V. Kaltenborn, NBC, New York (& Mrs.); O. H. Caldwell, New York (& Mrs.); Sol Taishoff, Washington, D. C.
Also, E. H. Gammons, CBS, Washington; Herbert Rice, Mutual, New York; D. A.

Myer, Westinghouse, Washington, D. C. (& Mrs.); A. Lewis King, New York; Frank Bremer, Newark, New Jersey; Mr. & Mrs. Frank Russell, WRC, Washington, D. C.; Mr. & Mrs. Mark Woods, ABC, New York; Doris Warwick, ABC, New York; Henriette Harrison, New York; Dorothy Gordon, New York Times; Harry Hershfeld; Senator Ford; Joe Laurie, Jr.; Wayne Coy; Mr. & Mrs. M. H. Shapiro, BMI, New York; Frank Silvernall, New York; George Johnston, NAM, New York, (& Mrs.); Edward Obrist, WPEN, Philadelphia; Paul W. Morency, WTIC, Hartford; Sydney Kaye, BMI, New York (& Mrs.); William Enslin, New York; Thomas Cowan, WNYC, New York.

Also, Harry Wilder, WSYR, Syracuse; O. P. Soule, Salt Lake City; Martin Codel, Washington, D. C.; Mr. & Mrs. Vinton Hayworth, New York; Mr. & Mrs. Tom Shirley, New York; Jack Weldon, WWOD, Lynchburg; Oliver Grambling, Associated Press, Newark; Lelroy Harlow, BMI, New York; Milton Cross, ABC, New York; Charles A. Wall, BMI, New York; Mr. & Mrs. Joseph Barnett, New York; H. Akerberg, CBS, New York; Frank Stanton, CBS, New York; Edgar Kobak, New York; Pat Barnes, ABC, New York (& Mrs.); M. E. Tompkins, AMP, New York (& Mrs.); I. R. Lounsberry, WGT, Buffalo; Mr. & Mrs. R. C. Wentworth, BMI, New York; Agnes Law, CBS, New York; B. E. Stahl, Washington, D. C.; Paul Specht, New York; Mr. & Mrs. Ray Guy, NBC, New York; George Nixon, NBC, New York; J. Neary, New York (& Mrs.); Walter Preston, New York; Mr. & Mrs. J. Popple, WOR, New York; Frank Marx, ABC, New York; Hubbell Robinson, CBS, New York; Robert Kintner, ABC, New York; Norman Reed, WWDC, Washington, D. C.; Ben Strouse, Washington, D. C.; Clure Owen, ABC, New York; Raymond Gaul, WRAW, Reading, Pa.

Also, Joseph A. Bier, WOR, New York; George Frey, NBC, New York; Isabell Shaffer, WSJS, Winston-Salem, N. C.; Idella Grindlay, Mutual, New York; H. Neumann, WNYC, New York; A. L. Alexander, Mutual, New York; Russ Johnston, Jerry Fairbanks, New York; Bruce Robertson, Broadcasting, New York; Dorothy Lewis, U. N.; Kurt Jadasain; H. N. Stovin, Canada; Glenn D. Gillett, Washington, D. C.; E. B. Lyford, NBC, New York; Irene Wleker, New York; V. Hammer; B. K. Kellom, WYNY, Newark, New Jersey; Arthur Daly; John V. L. Hogan, New York; J. D'Agostino, NBC, New York; Edward Cullen, NBC, New York; Kenneth Cooks, WGBI, Scranton; Clyde Wagoner, General Electric, Schenectady.

Also, Chester Ruckler, NBC, New York; J. Woods, Jr., NBC, New York; Harvey Hays; Carleton Smith, NBC, New York; Charles F. Kettering, Edison Foundation; Frank White, Mutual; Abe Schechter, Mutual; Arthur Feldman, Mutual; Martha Rountree; Larry Spivak; Elmer Davis; John Kennedy; Larry Lesueur; Mike Dann, NBC press dept.; Charles Butterfield, Associated Press; Sam Kaufman, NBC; Ben Gross, Daily News, New York; Gerry Franklin, Billboard, New York; Tom Kennedy, Times, New York; Frank Burke, RADIO DAILY, New York; Louis G. Caldwell, Washington; and Jim Logan, Elliott Sanger, Clarence Doty, Edith Dick, Ted Streibert, Ben Larson, Robert J. Burton, Al Nicol, representatives and guests of BMI, New York.

Revival Time On WJZ

On Easter Sunday, WJZ will begin the first in a 52-week series of religious broadcasts titled, Revival Time, under the sponsorship of the General Council of The Assemblies Of God, Springfield, Mo. Revival Time, a half-hour broadcast each Sunday morning from 7:30-8:00 a.m., EST, will feature music and singing by a choral group as well as a weekly sermon. Walter F. Bennett Company of Philadelphia is the agency representing the General Council Of The Assemblies Of God on this 52-week contract.

BEHIND THE MIKE

RALPH NARDELLA, WHOM sales manager, rounding out his 21st year in the foreign language sales field this month.

Bobby Colt, Admiral Records singing star, appeared on 9 disc jockey shows and 6 vet hospital dates during a three-day stay in Chicago.

Bill Tabbert's name for the disc jockey audience: Radiowls.

Bill Callahan, who clicked on the Milton Berle show, has been resigned for another appearance next month.

In honor of the 'regulars' from WPIX, McCarthy's steak house which is located near that station has designated one of its corners as the Wpixie corner.

Mel Freud, president of Toy Guidance Council, rates a nod for his enlightening interview on Barbara Welles' WOR program regarding the importance of the proper selection of toys for children every day, all year round, and not only on Christmas.

Harlem's Club Baby Grand jamming 'em in with WHOM's Willie Bryant and Ray Carroll's "After-hour Swing Session" originating from there.

The Lee Norman Trio, currently featured at Kenneth MacSarin's supper club at the Headquarters Restaurant, will make their video bow on Arthur Godfrey's Talent Scouts.

Nancy Donovan turning 'em away at the Persian Room of the Plaza.

Herb Sheldon's ten weekly programs via WJJ two-a-day are winning a top niche in the comedy spotlight for the lovable wit. He's come a long way since the days he was a semi-straight man on Ransom Sherman's "Club Matinee" in the long ago.

Alan Benson, H'wood satirist making his local nite club bow at the Three Deuces, is a natch for tee-vee—handsome and funny.

The Fred Elden PR outfit has been hired by G. A. Richards, of WJR, Detroit, to present his side of the story to the public and, indirectly, to the FCC.

European Trip Offered

A trip to Europe and a visit to the One World meeting on the Italian Riviera in August, 1950, are being offered by the One World Committee to the person submitting the "most intelligent question" in the first six weeks of a new program, Stop the News, which began April 1 from 9:30 to 9:45 p.m. over WINS. Em-cee of the show is Lisa Sergio who will read bulletins from the news wires. Three panel members will ring a buzzer whenever they have questions calling for additional comment.

Miss Sergio may be queried also by mail or phone with the prize going to the best question. Sponsor of the show is the Workmen's Mutual Fire Insurance Company, Inc.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 4

NEW YORK, THURSDAY, APRIL 6, 1950

TEN CENTS

NBC SELLS NIGHTTIME RADIO SERIES

Brand Names Leaders Hold N. Y. Conference

Over 1,000 Attend Waldorf Confab Yesterday

Over 1,000 top names from the business and entertainment world gathered in the Waldorf-Astoria's Grand Ballroom yesterday to mark the fifth annual "day" sponsored by the Brand Names Foundation. Principal addresses were given by Louis B. Mayer, vice-president of Loew's Incorporated.

(Continued on Page 3)

Hearing Tues. On Bill Hitting Track Reports

Washington Bureau of RADIO DAILY
Washington—Sen. Ernest W. McFarland of Arizona, chairman of a special Senate Interstate Commerce sub-committee to investigate the use of interstate facilities in gambling, announced last night that he will begin hearings Tuesday on the new bill offered last week by the Attorney General. The bill would ban the

(Continued on Page 3)

Network Radio Billings Declined In February

Radio billings for February, this year, have showed a loss of almost a million dollars over web billings in the same period last year, it has been revealed by the Publishers Information Bureau. 1950 February

(Continued on Page 3)

3,000?

Washington—Forecasting an attendance greater than that of last year, NAB Secretary-Treasurer C. E. Arney, Jr., revealed yesterday that 514 broadcasters have already registered for the management conference of the NAB convention April 17-19 at Chicago's Hotel Stevens. It is very likely the total attendance will run close to 3,000.

United Nations Radio Code Planned

A United Nations code for radio which will give both stations and networks the privilege of soliciting commercial sponsorship of programs originating at U. N. headquarters or during the General Assembly is nearing completion and will be presented to the NAB convention for acceptance. The Code, subject to the approval of the broadcasters, will define types of sponsorship acceptable to United Nations and will offer some suggestions for good taste in presentation. The prospect of commercial sponsorship of U. N. activities is expected to increase the domestic use of the organization's programs.

Benny Staying Put At CBS, Says Web

Jack Benny is under exclusive contract to CBS and reports that he might move over to NBC as a television performer are "out of the whole cloth," a CBS spokesman said yesterday. His statement was in reply to a story which appeared in the trade to the effect that Benny and Edgar Bergen were moving back to NBC.

The CBS spokesman said that Benny, the American Tobacco Com-

(Continued on Page 7)

Rivers Repeats Charge Re Georgia 'Monopoly'

Washington Bureau of RADIO DAILY
Washington—E. D. Rivers, Jr., returned to the battle with the Savannah Radio Council this week as he charged the five existing Savannah stations with "trying to perpetuate a monopoly. . . . To keep further

(Continued on Page 2)

Nash Buying Spots On Radio-TV Stations

Placement of a four-week spot campaign by the Nash Motors division of the Nash Kelvinator corporation, Detroit, on ABC owned and operated radio and TV stations was announced yesterday.

Geyer, Newell & Ganger, Inc. of New York is the agency for all the Nash Motors schedules, each of which cover a four-week period.

On the West Coast, Nash Motors will use both KGO and KGO-TV,

(Continued on Page 2)

BAM Incorporation Papers Being Circulated

Incorporation papers for the newly established Broadcast Audience Measurement, Inc., successor to Broadcast Measurement Bureau, are now being circulated amongst those individuals who will serve as incorporators. The papers have been

(Continued on Page 8)

Suppose We Up TV To UHF, Muses Coy At Color Session

Washington Bureau of RADIO DAILY
Washington—FCC Chairman Wayne Coy threw the TV hearings into a tizzy yesterday as he asked Chairman Donald Fink of the Joint Technical Advisory Committee how he would like a decision to move all of television out of the VHF to the UHF. No other member of the Commission pursued the same idea, and it was generally believed that Coy was merely testing Fink for a

reaction, without seriously planning to try to lead the Commission to such a course.

Coy announced that the Commission will go to New York on April 26 as guests of CBS to view the operation of the new CBS dot-interlace system in the laboratory.

He also called upon CBS, RCA and CTI to supply the Commission with information on the cost to

(Continued on Page 7)

General Mills Buys Summer Sked Of 65 Shows

Purchase of 65 summer nighttime half hour periods over the full NBC network at an estimated time and talent cost of around \$2,000,000 by General Mills was revealed yesterday. The deal, marking the largest block sale of nighttime radio of 1950, was consummated by Niles Trammell

(Continued on Page 3)

De Mille, SDG Plans Bring RTDG Comment

Cecil B. De Mille and the Screen Directors Guild are in "for an all out fight" if they attempt a jurisdictional raid on the Radio and Television Directors Guild, A.F. of L. Lester O'Keefe, national RTDG president, said yesterday in reply to De Mille's sweeping jurisdictional claim over TV directors, issued the previous day.

A RTDG spokesman said that be-

(Continued on Page 7)

Cottone Protests Further Extension Of Hearing

Washington Bureau of RADIO DAILY
Washington—FCC General Counsel Benedict P. Cottone asked the Commission yesterday for a second time to take steps to speed up the

(Continued on Page 3)

Will Discuss Lincoln

BMI president, Carl Haverlin will be one of several speakers taking part in a discussion of the book, Lincoln Collector, on the final broadcast of the Algonquin Roundtable over WNEW on Friday, April 7 from 10 to 10:30 p.m. Others taking part in the finale of series on famous books are: Rheinhold Luthin, Columbia 'U'; Roy Meredith, Lincoln biographer.



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FINANCIAL

(April 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 3/8	11 1/8	11 1/2	+
Admiral Corp.	30	29 7/8	29 7/8	+ 3/8
Am. Tel. & Tel.	154 7/8	154 1/2	154 3/4	— 1/2
CBS A	35 7/8	35 1/4	35 1/4	— 1/2
CBS B	35 1/4	35 1/4	35 1/4	—
Philco	42 3/4	41 3/4	42 1/2	+ 1/8
RCA Common	18 1/2	17 3/4	18	+ 1/8
Stewart-Warner	15 7/8	15 5/8	15 5/8	—
Westinghouse	34 3/4	34	34 3/4	+ 3/8
Zenith Radio	65 3/8	63 7/8	64 5/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	21 3/4	22 3/4
Stromberg-Carlson	15 3/4	17 1/4

Lattimore Testimony On ABC

Highlights from the testimony of Owen Lattimore before a Senate sub-committee in which he seeks to refute the charge of Sen. Joseph McCarthy that he is pro-Communist will be broadcast tonight in a special half-hour show on ABC from 10:30-11 p.m.



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★ COMING AND GOING ★

ALAN REED, featured on "Life With Luigi" and "My Friend Irma" over CBS, arrived in New York yesterday. He'll spend a short vacation here.

RAY TROTTER, erstwhile station rep who now is active in the television field, will leave this evening for a week-end at Candlewood Lake, Conn.

ART FORD, disk jockey on WNEW, and the ubiquitous BUDDY BASCH, publicist, returned this week from Paris, via BOAC.

CHESTER BERGER, assistant news editor in the television department of CBS, has left for Los Angeles on business.

ANDREW M. WISWELL, vice-president of Associated Program Service in charge of recording, is in Chicago to tape several Dick Jurgens tunes and some jazz numbers.

NAT GREEN, Chicago representative of the Ringling Bros.-Barnum & Bailey Circus, was in New York yesterday for last night's opening of the big show now holding forth at Madison Square Garden.

JOHN CLEARY, producer of "Duffy's Tavern," is expected in town today to select players who will return with him to Puerto Rico, where the show is produced.

HELEN SIOUSSAT, director of talks for the Columbia network, is back in town following a trip to Washington, where she spent a week on business.

FRED de JAAGER, chief engineer of Empire Broadcasting Corp., tomorrow will be in Chicago to attend the special NAB deliberations seeking to establish recording standards for the industry.

Nash Is Buying Spots On Radio-TV Stations

(Continued from Page 1)

ABC's San Francisco owned and operated radio and television stations, respectively. The radio schedule on KGO starts on April 13 and covers a total of 36 announcements, and on KGO-TV, the four-week schedule calls for two spots a week starting April 14.

In Chicago, two separate schedules have been placed on WENR-TV, both covering four participations each week, with the first schedule starting on April 15 and the second on April 18.

A total of 32 spots will be used by Nash Motors on WXYZ-TV, Detroit, under two separate contracts placed on the station. The first schedule begins on April 13 and the second starts on April 17.

Good Friday Programs

Bach chorales and other seasonal music have been programmed by NBC and Mutual on Good Friday, rendered by four outstanding choral groups from across the nation. The Los Angeles Adult Chorus of 400 mixed voices will weave music throughout a story of the Easter holiday, narrated by Vincent Price, 10:30-11:00 a.m., and the Miami Senior High School Chorus will fill a half hour slot at 4:30 on the Mutual network. Picked for NBC programs are the South Denver High School Choir (6:20-6:45 p.m.) and the Concordia College Choir of River Forest, Ill., (11:30-12:00 midnight).

Plan Chicago Meeting

Heading a contingent of top ABC execs who will attend a meeting of the network's Stations Planning & Advisory Committee in Chicago on April 16th will be: Edward J. Noble, chairman of the board; Mark Woods, vice-chairman; Robert E. Kintner, president; Robert H. Hinckley, vice-president; Ernest Lee Jahncke, v-p in charge of stations, and Joseph H. McDonald, v-p, secretary, and general attorney. This date has been selected for the convenience of network officers wishing to attend the NAB convention afterwards.

Rivers Repeats Charge Re Georgia 'Monopoly'

(Continued from Page 1)

competition out of Savannah." The council asked the FCC to hold a hearing on its grant of a new construction permit for Savannah to Rivers, son of a former Georgia Governor and licensee of WEAS, Decatur, Ga.

Counsel Philip Baker for Rivers, pointed out that none of the Savannah stations has filed individually, and charged that the council has no standing before the Federal Communications Commission.

In his petition, Baker included an affidavit by Robert W. Mann, Jr., vice-president of the Savannah Junior Chamber of Commerce. Mann said he appeared before the Savannah Radio Council in February on another matter and that while there "he heard certain discussions about the (Rivers) application." Deponent avers that he heard Harbin Daniel of WSAV and a member of council, tell the chief engineer and another engineer from WTOG to contact other radio broadcasting people outside Savannah, and attempt to get them in some manner to protest the Savannah application of E. D. Rivers, Jr., on any kind of a technical interference basis."

Will Air Awards

The annual gathering and award ceremonies of the American Theater Wing on Sunday, April 9 will be aired by Mutual from the Grand Ballroom of the Waldorf-Astoria Hotel. Helen Hayes will make the presentations in the fields of acting, music, crafts and others. Mrs. Eleanor Roosevelt will also take part, presenting a "surprise award." Broadcast will be from 11:30 to 11:45 p.m.

For Fishing Fans

A daily report on fish and fisherman will be given over WINS in a new series of programs, beginning Monday, April 10 from 6 to 6:30 a.m. Ray Hayes will write the half-hour show, The Fish Are Running, while Art Scanlon will do the broadcast featuring popular records and angler's items.



Smart Sparrow

Bird experts say that this is not the normal way for a sparrow to take a nap. But this smart little sparrow is happy as a lark on the special bed made for him by the kind lady who adopted him.

If you're a time buyer, you can be happy as a lark about radio advertising in Baltimore. It's so simple! Although there are many stations, there's just ONE BIG BARGAIN BUY.

..And that buy is W-I-T-H, the big independent with the big audience. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means that just a LITTLE money goes a LONG way on W-I-T-H.

So if you want to be happy as a lark about low-cost radio results in Baltimore, use W-I-T-H. Call in your Headley-Reed man and get the full story today.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

NBC Sells Gen. Mills Summer Nite Series

(Continued from Page 1)
and Harry Kopf, representing NBC, with Lowry R. Crites, director of media for General Mills.

Plans call for devoting the 65 half-hours to plugging cereal foods. The series will extend over a period beginning May 1 through September 7th.

Several NBC half-hours are earmarked for the General Mills sponsorship. Among them are Radio City Theater, Night Beat, Dangerous Assignment, The Falcon, Christopher London and the Henry Morgan show. Other half-hour programs, currently sponsored, but available for summertime sponsorship will be included in the General Mills schedule.

The deal is regarded important inasmuch as it marks NBC's implementing of a plan conceived by Kopf to do some aggressive low cost package selling. It indicates too that General Mills, a major user of all media, has faith in nighttime radio as a medium of producing cereal sales.

Network time costs for the series are estimated at around \$1,500,000 with another \$500,000 going into talent and production. Six half-hour programs will be heard weekly during the summer series.

Cottone Protests Further Extension Of Hearing

(Continued from Page 1)
Los Angeles hearing on qualifications of G. A. Richards to hold radio licenses. Richards is controlling stockholder in KMPC, Los Angeles, WGAR, Cleveland, and WJR, Detroit.

The hearings were adjourned Saturday until September 6 by FCC Hearing Examiner J. Fred Johnson, but Cottone has asked that he reverse that decision. This would pave way for appeal direct to the Commission when and if Johnson denies the motion. Commission counsel Fred Ford had also asked a 30-day recess, but was overruled by Johnson. Cottone said in his petition yesterday that Richards counsel had not indicated any need for so much time as would be provided by the five-month delay to prepare the direct case for Richards.

Johnson had indicated two weeks earlier that he might adjourn the case until after the summer, and Cottone petitioned the Commission then to instruct him not to do so.

Mueller Gets Award

A Headliners' Club Award for 1949 has been presented to Merrill Mueller, manager of NBC's London news office. Mueller was given the sole award in radio while 16 others were awarded to leaders in fields of news dissemination. Mueller's award was for "consistently outstanding foreign news broadcasts from London during 1949."

Mayer And Millikan Guests Of Brand Names Foundation

(Continued from Page 1)
rated and Dr. Robert A. Millikan of the California Institute of Technology.

Especial praise for radio's role in awakening the American people to threats from within and without was given by Mayer who declared: "Thank God for the vigilance of the American press and radio, that they have awakened us, I hope, before it was too late." The Loew's official asked for further support of the media to tell the people the truth of our form of government. Calling upon business to protect our way of life, Mayer concluded: "Let us not be so occupied with our own individual interests that we have no time to look out for the perilous shoals ahead. It may be later than we think."

Millikan, speaking on atomic energy, said that we were closer to collective security "than we have ever been in my lifetime," and urged business to extend its industrial concept of voluntary cooperation to the realm of international relations.

Calvert Honored

In addition to twenty-one awards which were made to manufacturers at the luncheon, James H. Calvert, president of Joske's of San Antonio, Texas, was given the second annual "Brand Name Retailer of the Year" award.

Presiding over the session was Henry E. Abt, president of the Foundation. It was announced that he had been re-elected for the coming year and that Donald B. Douglas, vice-president of The Quaker Oats Company was re-elected chairman. Major General Julius Ochs Adler of The New York Times and W. T. Holliday, chairman of The Standard Oil Company of Ohio were also re-elected vice-chairmen while John W. Hubbell, vice-president of the Simmons Company was re-elected chairman of the executive committee and Galvin K. MacBain of the Bristol-Myers Company was re-named treasurer.

New Directors Elected

Announcement of election of new directors to the board was also made. They are: J. Davis Danforth, executive vice-president of BBD&O;

Stars Signed For Special Crosby Broadcast On CBS

Bob Hope, Dorothy Lamour and Pittsburgh Pirates slugger Ralph Kiner have been signed for "Welcome Back, Baseball," the special one-time broadcast emceed by Bing Crosby which will be presented over the CBS radio network, Saturday, April 15, 10:00-10:30 p.m., under the sponsorship of General Mills.

Also featured on the broadcast originating from Hollywood, and which is planned as an annual feature by General Mills, will be John Scott Trotter's orchestra and the Jud Conlon Rhythmaires.

Palmer Hoyt, publisher of the Denver Post; Barry T. Leithhead, president, Cluett, Peabody & Co., Inc.; Rudolf J. Schaefer, president, F & M Schaefer Brewing Company; Edward A. Schirmer, executive vice-president of Crowell-Collier Publishing Company; Frank K. White, president of MBS; and William G. Werner, public relations manager of Procter & Gamble. New directors named by trade associations to the board are: Edward T. Batchelder, ANA vice-president; William Eaton, president of American Home Magazine; Harold P. Kurzman, president of Lily of France, Inc.; Maurice B. Mitchell, BAB director, and Emil B. Sorenson of Sorenson & Davis, San Francisco.

Others representative of their particular fields continuing on the Foundation's board are: Roy W. Peet, manager, Association of American Soap & Glycerine Producers, Inc.; Paul S. Willis, president, Grocery Manufacturers of America, Inc., and Holliday, representing the petroleum industry.

Directors Re-Elected

Incumbent directors of the Foundation who were re-elected to the Board for two years are: Mr. Hubbell; Charles T. Lawson, vice-president, Nash-Kelvinator Corporation; Richard H. Lippincott, vice-president, Holeproof Hosiery Co., Milwaukee; George S. McMillan, vice-president, Bristol-Myers Company and W. W. Wachtel, president, Calvert Distillers Corporation.

Directors previously elected whose terms continue until 1951, include: Mr. Douglas; Frank M. Folsom, president, Radio Corporation of America; James Hill, Jr., president, Sterling Drug Inc.; Theophil H. Mueller, president, Julius Kayser & Co., New York; and George E. Frazer, president, National Transittads, Inc.

General Adler was re-elected for one year to fill out the term of A. O. Buckingham, merchandising consultant and president of the newly formed advertising service, "Memos for Men." Mr. Buckingham, former chairman of BNF's Board, became a life-time, honorary director.

WHDH Reports Sellout Of Baseball Adjacencies

Boston — Indie station WHDH, Boston, has announced a sell-out of all ballgame adjacencies weeks before the season gets under way. Contracts by 13 national and local advertisers calls for several sports features accompanying the coverage of 200 games. "Play Ball," a fifteen minute sports quiz has been set-up to capitalize on pre-game listeners. Before games in Hub ball parks Community Opticians and Washburn Candy will alternate sponsorship; this slot before out of town games was bought by Stormaster.

Hearing Tues. On Bill Hitting Track Reports

(Continued from Page 1)
broadcast of any information on race results until at least one hour after the finish of the race. McFarland declared, as he announced the hearings to the Senate yesterday, that:

"Serious constitutional as well as practical legal questions are brought to the fore in the consideration of any legislation such as this which involves, directly or indirectly, the First Amendment to the Constitution. To help clarify these questions, our committee will call before it for testimony initially the Attorney General of the United States and the Hon. Wayne Coy, chairman of the Federal Communications Commission. Thereafter, we expect to call other witnesses, including representatives of press services and others who are directly interested in the transmission of news."

Network Radio Billings Declined In February

(Continued from Page 1)
gross billings amounted to \$15,373,547 as compared with \$16,118,658 last year.

According to PBI, CBS was the only web to show a gain over the year with \$5,599,079 billed during February this year compared with \$5,315,910 in the same 1949 month.

Revenue drops in February gross billings at the other networks amounted to: ABC, 1950, \$3,168,391 as against \$3,845,658 in 1949; Mutual showed a revenue of \$1,401,403 this past February as compared with \$1,677,258 last year; and NBC dropped from \$5,279,832 in February, 1949 to \$5,204,674 in February, 1950.

For the first two months of 1950, the combined web billings amounted to \$32,458,587 compared to \$33,833,744 for the first two months of last year.

AP Broadcasters Elect In Alabama

At a recent meeting of the Alabama Associated Press Broadcasters Association in Montgomery, Howard Martin, newscaster of WALA, Mobile, was elected president to succeed W. Emmett Brooks of WEBJ, Brewton. C. O. Liles of WMLS, Sylacauga, copped the vice-presidency, and AP radio staffer Lamar Mathews, secretary. Named directors were: Bert Bank, WTBC, Tuscaloosa; Eloise Hanna, WBRC, Birmingham; Henry P. Johnston, WSGN, Birmingham; and F. E. Busby, WKRG, Mobile. Martin's first move as president was to name a News Study Committee composed of Bill Needham, WTBF, Troy, Elmer Salter, WAUD, Auburn, Gene Plumstead, WSGN, Birmingham, Davenport Smith, WBRC, Birmingham, and Lee Gooch, WSFA, Montgomery.

*Jack Berch atop some of the
5 million Christmas cards
which were sent to one of his
NBC morning listeners.*



TIME IS BIG TIME

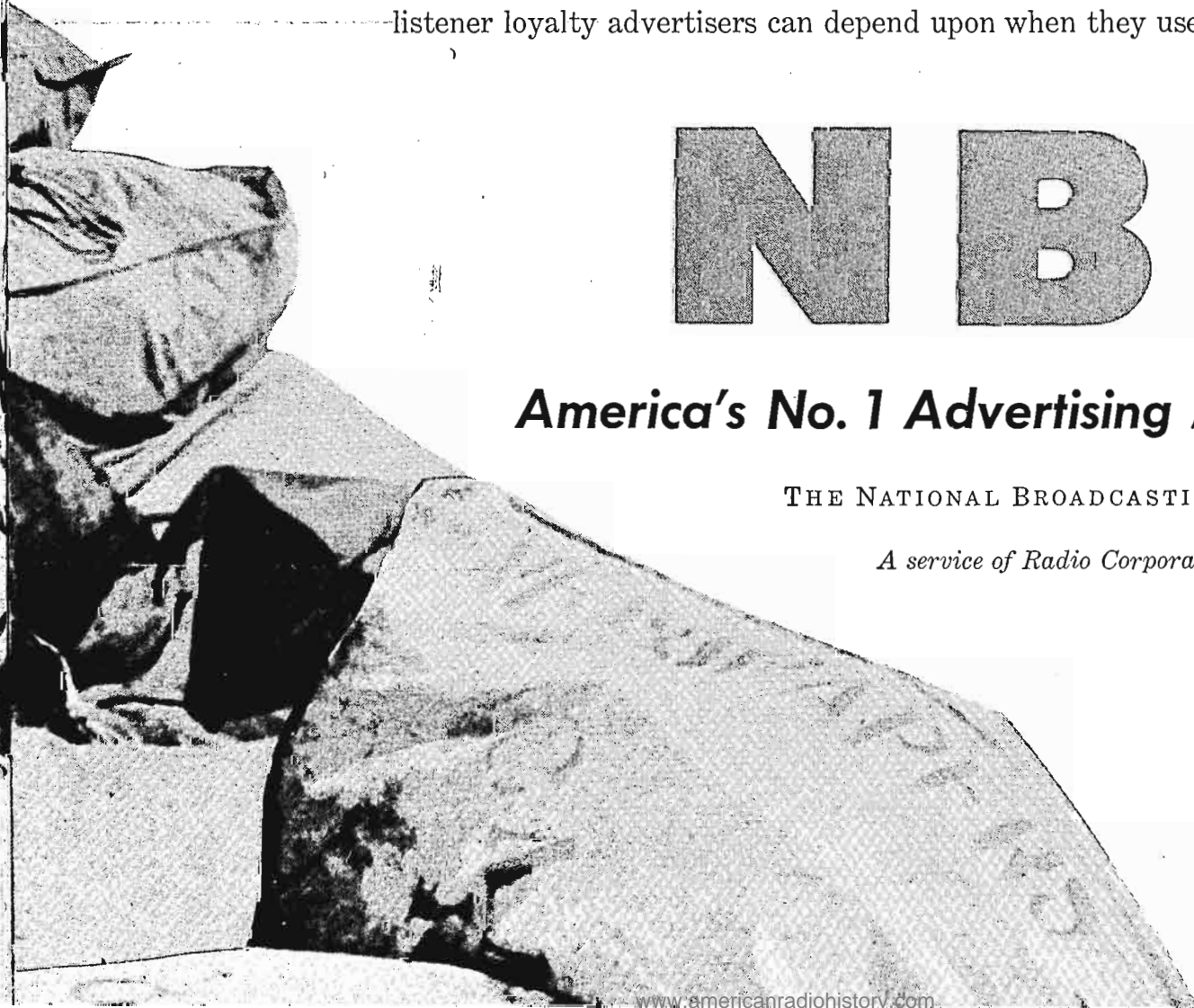
JACK BERCH, Prudential's Singing Star, is perched on a mountain of mail—proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch's brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages . . . and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the POWER AND APPEAL of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.



NBC

America's No. 1 Advertising Medium

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

LOS ANGELES

By ALLEN KUSHNER

AGENT Scrappy Lambert is auditioning a new audience participation show, "Grandma's Holiday," within the next two weeks with Bob (Shamrock) Shannon as the emcee. Lambert is readying it for a summer replacement sale.

Cy Howard will proceed to New York after leaving Milwaukee on April 12th. "Life with Luigi," which is produced by Howard and directed by Mac Benoff will be broadcast live from Milwaukee on Tuesday, April 11th.

The Pat O'Brien family, Mrs. Bob Hope and children and Roddy McDowell are being filmed at Jerry Fairbanks Studio in the "The Triumphant Hour" telefilm which is being readied for Easter showing.

Norman Corwin's Documentary "U777" which was previewed at Don Lee-KHJ last Wednesday night to an audience of big-name film and radio stars made a terrific hit. The program which is sponsored by the United Nations and will be released on MBS will again call attention to Corwin's genius in producing and directing these fine presentations.

Drop In Revenue Reported By Stewart-Warner Corp.

Chicago—A million-dollar drop in profits from a net of more than \$3-million in 1948 has been reported by the Stewart-Warner Corporation in a letter sent to stockholders over the past weekend. The net for the year was \$2,163,106 amounting to \$1.67 per share of \$5 par value common stock while sales for the year ending December 31, 1949, were \$54,609,713, falling from \$72,534,085 in 1948.

The decrease was "due in part to the mild weather that marked the winter season in most parts of the country," according to James S. Knowlson, president. He also reported that the low level of inventories resulted in an increasing percentage of new orders being supplied out of current production.

Get Power Increases

Two of ABC's Pacific Coast stations—KPQ, Wenatchee, Wash., and KUGN, Eugene, Ore.—will increase their power under permits received from the FCC. KPQ increase is from 1000-watt operation fulltime to 5000-watt fulltime on 560 kilocycles. KUGN step-up is from 250-watt power to 1000-watts, and a change from 1400 kilocycles to 590 kilocycles.

"KNOW HOW" FOR HIRE

Radio-TV assistant, 30; production, direction, programming, talent management—casting, advertising background; seeks position with advertising agency or radio-TV station. Write RADIO DAILY, Box 124, 1501 Broadway, New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** A new low in plunging necklines was reached on a well-known TV show last week during a "guessing game" program. In acting out a charade, a famous H'wood beauty's neckline took such a plunge that the cameraman blanked out just in the nick of time. . . . Greatest conference room wit in the music biz is Kate Smith's mentor, Ted Collins. Ted's way with a story and "takeoffs" on the showbiz giants he deals with are legendary—when you catch him away from his microphone role as a serious commentator. . . . The best television show that people never get to see is Milton Berle rehearsing his Tues. nite Texaco program. Milton, a combination of director, producer, writer and comic, gets more applause from the dozens of watchers than the performers. He even tosses in a strip tease as he bounces openly from his street clothes into his director's windbreaker and corduroy pants. A versatile gent, that Berle. . . . The town's buzzing about the new success of the romantic gypsy violinist Emery Deutsch, who is bringing his band into the Rendez-vous Room of the Plaza. Emery, whose WPAT classical disc jockey stint is clicking big, attributes it all to the upsurge of gypsy music among the continental set and predicts it may elbow the declining rhumba craze right out of the spotlight.

☆ ☆ ☆ ☆

Poem: You can have Bing, Frankie & Dick,
Gimme the crooning of Uncle Nick.
. . . Irv Cahn

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** Cyril Armbrister has signed Dorothy Kilgallen to play the role of Dorothy Kilgallen for the April 22nd broadcast of "Chandu, the Magician," which is pretty good type casting. (Dorothy is featured in the script's plot that day). . . . Johnny Morgan will emcee "Detect and Collect" when it returns to the air via TV on the 17th on NBC. Deal was packaged by Mildred Fenton. If the network approves the one-shot audition, which will be seen by home viewers, the stanza will get going shortly thereafter on a sustaining basis. . . . Beatrice Kay was dynamite on the Berle show Tues. nite. The little lady is one of the greatest entertainers around today. . . . Harvey Stone set for a Palladium date in Sept. . . . Robert Q. Lewis starts an informal once-a-week 15-minute TV series on the 14th for Ammident. (This is the 2nd sponsor he's snared in a week. Columbia Records just bought the 2nd half of his "Show Goes On" TV'er). . . . It's an 8 and 1/2 lb. daughter for the John Coburn Turners. He's manager of ABC's script and program promotion dept. . . . That zingy piece Ben Gross wrote for Collier's on "American Forum of the Air" is being translated into Japanese and will appear in a flock of periodicals there. Incidentally, that handsome time-piece the dean of radio eds is sporting these days is a gift from the Daily News management on Ben's 25th year with the paper. Here's looking forward to the next 25, Ben.

☆ ☆ ☆ ☆

● ● ● Buddy Rogers plays his first New York niteclub date in years when he opens Easter Sunday nite at the Latin Quarter. The last time Buddy headlined a bill at a local nite spot, the Latin Quarter was the site of the famous Cotton Club. A lot of water has passed beneath that well-known bridge since then, but Buddy is still the "peepul's cherce" and a top favorite, thanks to a whole new generation of fans he won through his "Pick a Date" air show and frequent TV appearances. A smart sponsor could do a lot worse than grab our Buddy for a television series.

☆ ☆ ☆ ☆

CHICAGO

By HERB KRAUS

SOMETHING new will be added to WBKB's programming next week when women wrestlers take to the cathode tube. Banned by law in Illinois, the lady grapplers will be kinesioped in from Cincinnati through the courtesy of Belmont Radio and TV. Beaumont and Hoboman is the agency. The gals can be seen from 10:45 to 11:45 p.m. every Wednesday beginning the 12th.

Charles A. Pratt joins the sales staff of WAAF this week fresh from the display advertising department of the Chicago Tribune. He is a former amateur heavyweight boxing champion and cow-poke, two attributes which will no doubt serve him in good stead selling space.

WIND will broadcast the Cubs Sox City Series April 14-15-16 with Bert Wilson behind the mike and Chesterfields behind the tab. All games will begin at 1:25 p.m. On Tuesday, April 18, the Cubs will kick-off in Cincinnati and Bert will give a play-by-play account directed from Crosley Field.

"The Loyalty Investigation — A Challenge to Civil Liberties," will be WIND's Forum of the Air subject this Sunday. It will feature three members of the American Civil Liberties Union headed by Roger Baldwin, retiring national director.

WGN-TV will show a special public service film on how to vote on the new voting machines this Sunday from 5:00 to 5:30 p.m. Approximately one-fifth of all Chicago polling places will use machines at the primary April 11.

FLY TO HONOLULU

\$121.50 - Plus Tax

RETURN—

\$97.20 - Plus Tax

Telephone:
Los Angeles - - - - Stanley 7-1829
Oakland-SF - - - - LOKkhaven 9-3223
New York - - - - - REctor 2-5835

4-Engine Government
Licensed Douglas Skymaster
U.S. Government Registered
Non-Scheduled, Non-Regular
Common Carrier

TRANSOCEAN AIR LINES



TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 6, 1950 — TELEVISION DAILY is fully protected by register and copyright

COY ASKS FINK ABOUT TV IN UHF

TELE TOPICS

MR. OOM," an NBC-TV two-shot audition-on-the-air which premiered Tuesday evening, opens with an ethereal scene during the course of which Charles Korvin begins a philosophical narration on the vagaries of life's experience. From his the cameras segue onto a series of three illustrative vignettes which are held together by a continuation of the Korvin commentary. Each vignette has a surprise ending—one a tragedy, one a thing that might have been expected, and one of comical proportions. The camera work and production are excellent, and the vignettes well written and directed. As an experimental, non-commercial video offering, "Mr. Oom" definitely has a place in television programming—if only to relieve the steady diet of crime and variety and panel programs.

NETWORK TV BILLINGS for January-February this year amounted to \$3,120,898 against \$1,002,250 for the same period last year. . . . Allen Roth, Milton Berle's TV musical director, has been signed as musical consultant to Roberts Carr Productions. . . . John Griggs, the radio actor, has gained exclusive rights to what he says is the only remaining print of the Babe Ruth six-reeler, "Headin' Home." Griggs says that Ruth himself is featured in the flicker. . . . Sam Laine, who assists Dennis James in the latter's boxing and wrestling telecasts, has been tagged "the male Mug Richardson." Laine is also a CBS engineer. . . . Tommy Dukart has kicked off a month-long auction over WAAM in behalf of the 1950 Cancer Crusade.

THE METROPOLITAN JOCKEY CLUB is promoting the Jamaica Track season via heavy spot campaign over WOR-TV. . . . NBC-TV has also grabbed a sponsor for its telecast of the Easter Parade on Sunday. . . . WJZ-TV has sold four weekly participations in "Market Melodies" to Bird & Son, the floor coverers. . . . The latter has also signed to participate in Kathi Norris' "Television Hopper" via WABD three times weekly. . . . WATV has snagged the Capitol Lighting Company as sponsor of "The March of Talent" for the next 26 weeks. . . . WPIX has inked Harvey Weeks, retired vee-pee of the Central Hanover Bank Trust Company, to emcee "Wall Street." . . . WCAU-TV will telecast 26 Sunday home games of the Athletics and the Phillies.

AMUEL GOLDWYN will make his TV debut Monday night as a guest on NBC-TV's "Who Said That." . . . WLW-TV signed a 52-week contract to push horobred dog food. The station says the contract represents the majority of the dog food company's advertising.

De Mille, SDG Plans Bring RTDG Comment

(Continued from Page 1)

fore the SDG could invoke Section 9 of the Labor Relations Act calling for a membership election on who should represent directors in collective bargaining, the SDG would have to be certified by the Labor Relations Board. The spokesman said that he had no knowledge of "discussions" between the two groups.

O'Keefe's statement follows in full:

The Radio and Television Directors Guild has a charter from the American Federation of Labor as an international union with jurisdiction for directors in the field of radio and television. The working television directors in New York, Chicago and Hollywood are members of the Radio and Television Directors Guild. The Radio and Television Directors Guild in New York has contracts with the major television networks, which recognize the Radio and Television Directors Guild "as the sole and exclusive bargaining agent for all TV staff directors, TV staff associate directors, and TV staff floor managers."

If Mr. De Mille and the Screen Directors Guild do not attempt a raid on the established and recognized jurisdiction of the Radio and Television Directors Guild, there will be no trouble. However, if Mr. De Mille and his organization attempt such a jurisdictional raid, they're headed for an all out fight.

Benny Staying Put At CBS, Says Web

(Continued from Page 1)

pany and CBS have recently signed an agreement calling for the renewal of Benny's radio show over Columbia for the next two years. The spokesman continued that, while CBS did not have Edgar Bergen under exclusive contract, both he and Coca Cola, his current sponsors, "are more than satisfied at CBS."

NBC Spokesman Comments

A spokesman for NBC, however, said that both Joseph McConnell and Niles Trammell had spoken with Benny on the West Coast regarding the possibilities of Benny doing a TV show for NBC-TV. These conversations, said NBC's spokesman, would not have taken place unless there was some possibility that Benny could be taken away from CBS.

WPTZ Contracts For 200 Motion Picture Features

Philadelphia—WPTZ has just contracted with Associated Artists Productions for 200 feature films which will be exhibited via tele in the near future. Calling the deal the largest TV film deal ever consummated in this area, WPTZ says the 200 pictures represent more than \$100 million in production costs and are largely features produced by the Monogram and Eagle-Lion organizations.

Color TV Now Would Inhibit Medium's Growth, Says Meck

Chicago — "We will have 'first class' and 'second class' Americans from a television point of view if various modifications now being advocated are accepted before they become economically practical," John Meck yesterday told the Junior Association of Commerce and Industry here. He said that video was currently in its kindergarten stages of development as a medium of mass entertainment and education.

Whether it realizes its tremendous potential, he continued, depends on whether it is allowed to remain a mass medium or is converted to the interests and entertainment of only the well to do.

Color video, he said, which is

made available before it is economically practical would take it out of the reach of the majority of the American viewers.

Points to Higher Set-Costs

"Color television is not new. It was invented before the war. It is not something we have to have this minute. When it has been developed to the point where it is commercially and economically profitable for everyone concerned—including the audience—then we should have it. Right now, it is reasonable to assume that it would increase the cost of a set by 50 per cent and, conceivably, it might be as much as 100 per cent," he said.

Programming, too, would increase in cost, he added.

FCC To New York April 26 To See CBS System

(Continued from Page 1)

broadcasters of changing their TV facilities over to permit color-casting.

Specifically, he asked that each tell the Commission what items would be needed, what changes in equipment are indicated, the cost of each new item needed and the cost of labor for the changeover.

Wants 40-50 New Bands

"Fink was taken aback by the question about shifting to the UHF, but finally countered with a declaration that TV really needs 40 to 50 more VHF channels. He spoke of the greater coverage possible in the VHF. In the event of a shift to the UHF, he said he was fearful that unless the changeover period during which VHF service is available were adequate, the entire future of TV as a commercial service might be jeopardized.

General TV Reports Additional Program Sales

West Coast Bureau of RADIO DAILY

Hollywood—Two additional deals for the sale of the "Strange Adventure" video series was consummated Friday by Gordon W. Levoy, President of General Television Enterprises, Inc. Twenty-six of the video subjects will be paired into 13 half-hour shows for Chicago, WGN-TV with Aaron Heating Services as sponsors. The series will be run on a second run basis, Procter & Gamble having purchased first run rights for its "Fireside Theater." The new run starts April 20th.

The Citizens Fidelity Bank & Trust Company of Louisville has purchased 26 subjects for telecasting. First run station WAVE-TV series gets under way March 30th on a quarter-hour basis.

So What?

Scott Douglas, who announces the George Putnam "Headline Clues" show over DuMont daily, generally closes the program with the words, "The views expressed on this program are not necessarily those of this network." As usual, he closed the show yesterday the same way. What makes it interesting is the fact that Putnam's guest yesterday was Mortimer Loewi, director of the DuMont web.

COAST-TO-COAST

Installs Two-Way Phone System

Worcester, Mass.—New telephone attachment enables WTAG (and FM's) "Julie 'n' Johnny" listeners to hear both ends of "Party Line" calls to winners of the show's "Good Neighbor" contests. Previously, listeners could hear only studio end of conversations; now they will be able to catch winners' initial reactions to prizes.

Airing Public Service Program

Salt Lake City, Utah—A quarter-hour public service program, "You and Your Lawyer," designed to better acquaint the public with its rights and duties under the law has been started by KDYL in co-operation with the State Bar Association and State University law school. The program is aired over KDYL at 6 p.m. Friday evenings.

WLOW Now On Full Time

Norfolk, Va.—WLOW began its 24-hour-a-day operation on April 3rd. William Carpenter, station manager, reports 10 new national and local advertisers have signed already for the evening hours.

Joins WIS Announcing Staff

Columbia, S. C.—Bob Raiford joins the WIS announcing staff on April 10. Formerly with WSOC, Charlotte, and WABZ, Albemarle, N. C., he comes to WIS from WEGO, Concord, N. C., where he served as program director.

Unveils New Air Theme

Lawrence, Mass.—Bob Perry, emcee of the "Melody Merry Go Round" show, broadcast over WLAW every afternoon, unveiled his new air theme for the first time this week. Recorded by his long-time friend, Johnny Long, at his latest recording session for King Records, the tune was composed for Perry by Bob Merrill and Johnny Andrews. Merrill is the author of "Candy and Cake," while Andrews, who got his start in Boston radio as a Bob Perry protegee, is now star on his own NBC TV show in New York with Francey Lane, former vocalist with Johnny Long.

WHEB Announces Staff Changes

Portsmouth, N. H.—Charles F. Johnson, Jr., has been appointed assistant in the operation of WHEB, it is announced by Charles M. Dale, president and general manager of the station. Roland A. Jenkins will be chief of the studio's news bureau, and John F. Williams was appointed director of programs and production in the Dover studios.

SPECIAL SOUND EFFECTS!

Instruments and special effects for your jingles and limericks. Everything from a bird call to a wolf whistle. For sale or rental. We service all major networks. Write, wire or phone:

CARROLL DRUM SERVICE

339 W. 43rd St., New York 18, N. Y.
Columbus 5-4922

NEW BUSINESS

WGN-TV, Chicago: Felt and Tarrant Manufacturing Co., Chicago, sponsoring "A Job Looking For You," 3:45-3:50 p.m. for 24 weeks thru Fitzmorris and Miller, Chicago. Special Foods Co., Chicago, for Jay's Potato Chips, will sponsor "Windy City Jamboree," 8:00-9:00 p.m. for 52 weeks, through Kaufman and Associates, Chicago. The program is fed to the DuMont Network for co-op sponsorship. Paul F. Beich, Bloomington, Ill., sponsors "Small Fry Club" from 5:00-5:30 p.m. for 13 weeks from March 30. Biddle Co., Bloomington, handles the account. Beltone Hearing Aid, Co., Chicago, sponsoring "Coming Attractions with Ed Prentiss, 1:25-1:30 p.m. Monday, Wednesday and Friday, for 31 weeks effective March 27 thru Ruthrauff and Ryan, Chicago. Oriental Theater in Chicago sponsors "Coming Attractions of the Oriental" 6:40-6:45 p.m., Monday, Wednesday and Friday, for 13 weeks from March 29 thru Lawrence S. Stein, Chicago.

WNBQ, Chicago: The Citizens Committee for the Election of Sheriff Elmer Walsh for Cook County Treasurer, four one-minute political announcements. The campaign committee for Carl A. Schroeder, candidate for Cook County Sheriff, four station breaks. Minute Mop Co., thru Herbert S. Laufman, one station break weekly starting April 1. The Great Atlantic and Pacific Tea Company has ordered direct 66 station breaks. A political announcement was ordered by John B. Brenza Committee for Cook County Treasurer.

WMAQ, Chicago: National Ice Cream Co., through Frank C. Nahser, Inc. purchased the 11:00-11:15 a.m. portion of Here's Norman Ross on Monday, Wednesday and Friday for 26 weeks. Bulova Watch has contracted for a 52-week renewal of 21 station breaks weekly, through the Biow Agency.

Parents Will Report On Long Island Schools

Long Island schoolmen and women will give reports and make surveys of schools in the area on a new series, Our Schools—1950, beginning over WHLI in Hempstead on Wednesday, April 12. The programs will be heard from 2:45 to 3 p.m., and will be broadcast through June 7th.

The phenomenal growth of the island's population and the impact on school life, problems of building and facilities and modern methods of education will be dealt with. First guest on April 12 is the superintendent of schools of the second supervisory district of Nassau County, Harry W. Gross.

WCBS, New York: Bristol Meyers for Ipana purchased three participations per week, Tuesday, Thursday and Saturday in the Jack Sterling program for a 52-week period starting May 2 through Doherty, Clifford & Shenfield. Griffin Manufacturing Co., Brooklyn, also purchased Jack Sterling announcements for its Shoe Polishes. Contract is for 37 weeks for Monday, Wednesday and Friday participations. Agency is Bermingham, Castleman & Pierce. LaChoy Food Products renewed for 13 weeks its three participations per week on alternate days on the Housewives Protective League program through Foote, Cone & Belding, Chicago. Beltone Hearing Aid Co., Monday and Friday announcements in the Starlight Salute series for another 13 weeks. Ruthrauff & Ryan, Chicago, is the agency. S. O. S. Company renewed its daytime station break announcements, two daily, one Saturday, for another 13 weeks through McCann-Erickson, Inc., San Francisco. The Simoniz Company, Chicago, purchased daytime station breaks, Monday through Saturday, for a 52-week period through John H. Sampson Company, Chicago. Philip Morris & Co. through The Biow Co. purchased Class "A" station breaks Monday through Friday and on Sundays for 52 weeks.

WENR-TV, Chicago: "Top Views on Sports," now sponsored by the Towne Motor Sales, Chicago, through the Marman Agency. Joseph Triner Corporation, Chicago, for Amstel Beer will sponsor the girls baseball telecasts from May 27 through August 2, through Allan Marlin and Associates. The Carlay Company of Campana Sales, for Ayds, began sponsorship of the first quarter-hour of "Our Gal Toni" Friday from 9:00 to 9:15 p.m., through H. W. Kastor and Sons. The second quarter-hour will be sponsored by Campana for Solitair Cake Make-up, through Wallace, Ferry and Hanly, Chicago.

BAM Incorporation Papers Being Circulated

(Continued from Page 1)
distributed by mail for signatures and all details are expected to be complete before the NAB management meetings in Chicago beginning April 17.

Handling organizational details is Don Petty, general counsel of the NAB.

Available by Day, Week
or Month

Modern Sound Studios for
TV and Commercial Production

Sound, Lights, Cameras, Sets
Mannon Sound Stages
112 W. 89th St. TR. 3-1800
Geo. Orth, Mgr.

AGENCIES

TED PALMER has been appointed assistant advertising manager of the Pepsodent division of Levee Brothers Company. He was formerly radio and television director of Kastor, Farrell, Chesley & Clifford.

ED CALLAHAN has joined the sales staff of Edward Petry & Co. Inc. He was formerly an account executive at Ellington & Co., Inc.

C. M. SEAGRAVES has joined the copy staff of Meldrum & Fewsmith Inc.

ALLEN W. KERR has been named eastern sales manager of Transit Radio, Inc.

LEE BATLIN has been named vice-president of Altman-Stroler Advertising, Inc. Mildred Fields has been named an account executive and copy chief for all fashion accounts at the same agency.

FEDERAL LIFE & CASUALTY CO., New York, has just added the Ted Steele Show, WMCA, 11:15-11:30 a.m., Mondays through Fridays, to its broadcasting schedule. The contract was placed through William Warren, Jackson & Delaney Stevens P. Jackson is account executive.

GEO. A. HORMEL & COMPANY of Austin, Minnesota, sponsor of the "Music with the Hormel Girls" radio program on the ABC network has signed a two-year agreement for National Nielsen Radio Index "Complete Service."

B. S. BERCOVICI has been named director of the New York and Washington offices of Julius Klein public relations. Erin Singer has also been named assistant to Bercovic and Roy Lundy to the Chicago office.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 5

NEW YORK, FRIDAY, APRIL 7, 1950

TEN CENTS

RADIO'S EFFECTIVENESS EMPHASIZED

Cigarette Manufacturers Cited By Commission

Orders To Refrain From Certain Adv. Claims

The Federal Trade Commission yesterday issued "cease and desist" orders against the R. J. Reynolds Tobacco Co. and the P. Lorillard Co. for alleged "false and misleading advertising." In addition, similar orders are said to be in preparation against the makers of Lucky Strikes and

(Continued on Page 3)

Theater 'Trust' Briefs To FCC On Week-End

Washington Bureau of RADIO DAILY
Washington—Briefs will be filed with the FCC over the week-end by Paramount, Fox, Loew's, United Paramount Theaters and numerous other entertainment-industry firms which have been at odds with the Federal Government on anti-trust matters in the past. The briefs will outline their arguments against con-

(Continued on Page 3)

Add Words 'Of America' To Official Name Of SDG

West Coast Bureau of RADIO DAILY
Hollywood — The Screen Directors Guild, with headquarters in Hollywood, in line with expanding activities in motion pictures, television and commercial films, changed

(Continued on Page 3)

Circus Minded

Bill Boyd, Hopalong Cassidy of TV movie fame, will make his debut as a circus owner at the Chicago Stadium on April 21st when the Cole Brothers circus opens the season there. Boyd has bought a controlling interest in the circus and will make personal appearances whenever the show plays a date in a key center city.

Cover Lattimore Testimony

The Senate Foreign Relations Committee which met in Washington yesterday to hear Owen Lattimore answer charges made by Senator McCarthy got full-scale television and radio coverage. NBC-TV and CBS-TV televised the action from 10:30 a.m. to 4 p.m. while major radio networks made recordings for future use. MBS and ABC both presented a condensed version at 10:30 p.m. and CBS and NBC used parts on regular news shows. WOR ran a portion at 11:30 p.m. while WNYC carried a two-hour edition from 4 to 6 p.m.

RCA Claims Color-TV Ready For Coaxial

Washington Bureau of RADIO DAILY
Washington—RCA told the FCC Thursday that it can send its color system through the 2.7 coaxial cables, even though it still feels that better results can be gained by use of wider-band radio relay. Because the cable was busy carrying the Owen Lattimore telecasts during the official demonstration before the FCC or RCA's single color tubes, the demonstration was only simulated. RCA technicians said, however,

(Continued on Page 7)

Saudek Nominated As President Of REC

Nominations for new officers of the Radio Executives Club were reported at the meeting by Carl Haverlin, BMI president and chairman of the nominating committee. Named for president is Robert Saudek, ABC vice-president; for vice-president, Ralph Weil, WOV head; for treasurer, Lewis Avery of Avery-

(Continued on Page 2)

Eiges Stresses Value Of TV In Education

Boston—Television is destined to be the greatest single tool in the field of public relations, Sydney H. Eiges, vice-president in charge of press and information for the National Broadcasting Company, pointed out yesterday in an address before the Boston University School of Public Relations.

"Leaders in the practice of public relations are already engaged in elaborate research to determine the most effective means of utilizing

(Continued on Page 7)

Gulf Oil Co. Buys Ross On Mutual Web

Gulf Oil has contracted to sponsor the five-a-week Lanny Ross show (12:15-12:30) effective May 1st, according to yesterday's announcement by the Mutual network. The contract was routed through Young & Rubicam, agency for Gulf Oil. In an extra audience-grabbing effort under the new sponsorship, Ross

(Continued on Page 3)

Pittsburgh TV Interests Petition FCC On Channels

Pittsburgh—In what was believed to be an unprecedented municipal and county action, the City Council of Pittsburgh and the Board of County Commissioners yesterday passed a resolution calling for the immediate allocation of additional TV frequency allocations to applicants in the Pittsburgh area. The municipal and county petitions seek

frequency allocations in both VHF and UHF.

The local governmental action backed a joint frequency allocation plan which has been agreed to by five license applicants.

The applicants are Allegheny Broadcasting Corporation (KQV), Matta Broadcasting Company

(Continued on Page 7)

P. & G. President Addresses REC Luncheon

Discounting scare talk about television's effect on radio, Howard J. Morgens, vice-president in charge of advertising of The Procter & Gamble Company, yesterday forecast at a Radio Executives Club of New York meeting a long and bright future for both media. Speaking specifically of his

(Continued on Page 2)

Lever Bros. Manager Urges Merchandising

"Advertising without merchandising is like Damon without Pythias, Amos without Andy," declared Fred A. Schneller, general merchandise manager of Lever Brothers, at a luncheon welcoming his company to New York, staged by the Advertising Club on Wednesday. Schneller reported that Lever operates its

(Continued on Page 3)

Advg. Budgets For 1950 Expected To Equal 1949

Indications that the advertising outlays for 1950 will hold up to the record 1948-49 levels of nearly \$5 billion dollars and may be even bigger are contained in a survey article in Tuesday's Wall Street Journal written by J. Howard Rutledge fol-

(Continued on Page 2)

Peace Preachment

Bing Crosby will introduce Carlos P. Romulo, president of the U. N. General Assembly, on the first I Speak for Peace program over WNEW on April 9 from 5 to 5:15 p.m. The series will also be transcribed for presentation by Lang-Worth Feature Programs, Inc., over 600 stations in all sections of the United States from coast to coast.



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Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Herbert M. Kraus
168 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: RIVERside 3518-8

ROME BUREAU
John Perdical
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	113/4	11 1/8	11 1/2	+ 3/8
Admiral Corp.	31 3/8	30	31 1/4	+ 1 3/8
Am. Tel. & Tel.	155	154 5/8	155	+ 1/4
CBS A	36 1/4	35 1/4	36 1/4	+ 1
CBS B	35 5/8	35 1/2	35 1/2	+ 1/4
Philco	45 3/8	43 1/4	45 1/8	+ 2 5/8
RCA Common	19	18	18 7/8	+ 7/8
RCA 1st pfd.	78 1/4	78	78 1/4	+ 1/4
Stewart-Warner	16 1/8	15 7/8	16 1/8	+ 1/2
Westinghouse	34 3/8	34 1/8	34 1/8	- 1/4
Zenith Radio	67 3/8	65	67 1/8	+ 2 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21 1/4	21 1/4	21 1/4	+ 1/4
Nat. Union Radio	4 1/8	4	4	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22	23
Stromberg-Carlson	15 3/4	17 1/4

Tenth Anniversary

Kermit J. Moss, WNEW account executive, this week celebrates his tenth anniversary as a member of the WNEW sales department. Before joining the WNEW staff in April, 1940, Moss was with the Henry Souvaine Company, and Cecil Warwick and Legler, and before that with a Wall Street investment banking firm.

Ave Maria Hour
WMCA — Sunday — 6:30

15th year as the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

Effectiveness Of Radio Emphasized By Speaker

(Continued from Page 1)

company's plans. Morgens said it did not "intend to be panicked by any of the figures now appearing which show the effect of TV's impact on radio listening," nor did it look forward to dropping radio properties.

In appraising the situation the vee-pee declared: "We look forward just as confidently to lower time costs, in areas of relatively high television development, as we do to

vision some of the glamour that goes with the new and with the public spotlight, the problems involved in steering radio as an efficient advertising medium into the future are extremely vital, important and challenging. They call for just as much—and perhaps more—skill, ingenuity and sound judgement as any problems in television.

"Television as an advertising medium has a bumpy, uneven road in front of it," Morgens went on to say. The relationship between results and cost "simply must be maintained on a sound basis. The whole future of the medium depends on it."

Procter & Gamble, he declared, knows relatively little about video. As an example, he said "We must learn how much television to use in a given market in order to get maximum efficiency out of the dollars that we spend on it."

Experiments to Be Made

Experiments will be made by the company to help in the learning, but only for "straight business-like advertising." Television would not be used because it was intriguing or popular, he added. "Television's job is to sell merchandise to the consumer." Procter and Gamble will only use video in keeping with the broad public interest, he continued.

"It will take work, and lots of it, if we're going to make sure that both radio and television deliver advertising messages effectively and efficiently in these difficult years that lie before them. If we do that job well, both radio and television will be great and constructive forces in America for many years to come."

Morgens was introduced by Lowell Thomas, who though unable to attend the session, made a tape recording.

No meeting for the club is scheduled for the April 20 date because of NAB meetings in Chicago. At the May 4 luncheon, however, the annual Peabody Awards will be made.

Heads Committee

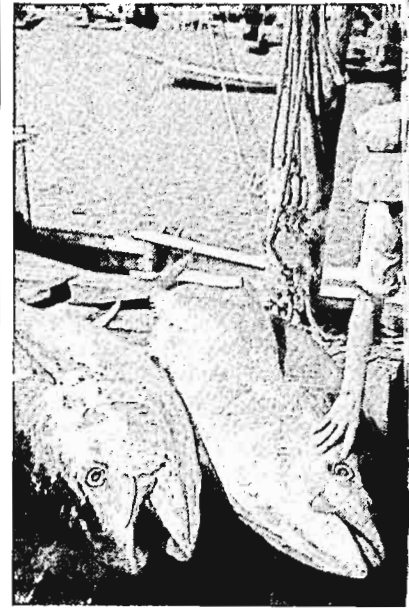
Howard J. Morgens, vice-president in charge of advertising of Procter & Gamble Company and guest speaker at the REC luncheon yesterday, has been named to head the Radio and Television Committee of The Advertising Council. New vice-chairman of the committee is Niles Trammell, NBC board chairman. Theodore L. Bates is another new member of the committee and he will join Gordon Kinney, secretary and radio director of the council, Lee H. Bristol of Bristol-Myers, Mark Woods of ABC and William R. Baker, Jr. in working out radio and television allocations and other plans for the council.

higher television time costs in those areas. We also look forward," he continued, "to working with our radio talent at lower program costs—particularly on our higher priced programs."

Shows which didn't pay off would be dropped, he said, but "we think that too, is helpful to radio." It would be a disservice to radio to continue shows which ceased to be effective, Morgens reported.

Procter & Gamble expects most advertisers to follow a similar approach and he called for the cooperation of networks, stations and talent. He believed it would be "in the interest of radio generally."

"Although radio has lost to tele-



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!

Saudek Nominated As President Of REC

(Continued from Page 1)

Knodel, Inc.; and for secretary, Claude Barrere.

Election will be held at the May 4 meeting.

Out-of-town guests at yesterday's REC meeting were: A. H. Morrison, Bob Lillian and Dick Peck of Procter and Gamble, Cincinnati; Edgar H. Twamley of Buffalo; O. P. Soule of KDFI, Twin Falls, Idaho; Guy Yeldell of KSD, St. Louis; Mrs. Alice Mayo of KLER, Rochester, Minnesota; Leonard Versluis of WLAV, Grand Rapids, Mich.; Mr. and Mrs. Julian Skinnell of WLBR, Lebanon, Pa.; Millicent O'Toole of Australian Broadcasting Ltd., Melbourne, Australia; and Arnold Nygren of Fred W. Ziv Company, Boston.

Advg. Budgets For 1950 Expected To Equal 1949

(Continued from Page 1)

lowing the Four A's convention at White Sulphur Springs, Va.

Fairfax Cone, chairman of Foote, Cone & Belding and new board head of the 4-A's is quoted as saying: "In my own firm, billings in the first quarter were equal to those in the like 1949 period. For the second and third quarters, it now appears certain that they will run ahead of a year ago."

A similar note of optimism was expressed by Abbott Kimball, president of Abbott Kimball, Inc. He said: "There is no slackening in the advertising pace. I think advertisers are prepared to spend even more if agencies can show them how to do it and get results."

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Cigarette Mfrs. Told To Clean Up Ad Copy

(Continued from Page 1)

Phillip Morris. The advertising practices of the makers of Pall Malls have also been placed under close observation. The charges state, in essence, "All cigarettes contain varying amounts of nicotine and throat irritants, and there is no reliable basis in fact for advertising claims that one brand is superior to another in these respects."

An original complaint against the two companies was lodged in 1942 and amended the following February. Most abuses actually had been discontinued at that time, the FTC commented, but there is still some doubt as to whether either company is still making false claims about its brand.

Reynolds Co. Comments

A quick retort from the R. J. Reynolds Co. in Winston Salem, N. C., said the advertising themes complained about by the FTC were "discontinued more than five years ago." And a similar countercharge from the Lorillard Co. denied its guilt of using "any intentional false or misleading advertising," and accused the FTC of being "unjustified" in its allegations. The Lorillard Co. also echoed the phrase of the Reynolds Co. that the complaint was in regard to "advertising matter discontinued long ago."

FTC Offers Explanation

To substantiate its charges, the FTC turned to the Food and Drug administration for a test of six leading brands. "The reason that the makers of the two brands in question cannot truthfully claim a lower nicotine content is that the tobaccos used by the manufacturers of all the leading cigarette brands contain nicotine in substantially all the same quantities and forms." The Commission added that the vast differences in weight of cigarettes of the same brand prove that it is impossible for a manufacturer to produce such a large volume of cigarettes with a standard content of nicotine and throat irritants. And furthering its point, the Commission said, "The nicotine content of the smoke of a cigarette is in direct proportion to the nicotine content of the tobacco contained in the cigarette itself."

Get 60 Days to Report

The Reynolds Tobacco Co. and the P. Lorillard Co. are given sixty days to report on compliance with the FTC orders, or they may appeal the charges in a Federal Circuit Court of Appeals.

DAVID ROSS

Radio — Television — Films

Lever Bros. Manager Urges Merchandising

(Continued from Page 1)

merchandising as a counterpart to advertising in order to complete the "sales cycle."

"Advertising is the first half of the sales cycle that stimulates interest and moves consumers toward our brands," he said, while "merchandising, on the other hand, is the second half of the sales cycle that uses a special selling inducement to move our brands closer to the consumer." Lever contests and tie-ins for their products used to accomplish the job have included mail premiums, offers to send soap to Europe and many others, Schneller said.

Gulf Oil Co. Buys Ross On Mutual Web

(Continued from Page 1)

will do a special Mother's Day broadcast on May 12th in cooperation with the Fraternal Order of Eagles, representing 1,300,000 members, whose organizations across the nation are being sent special notice.

Gotham Signs Saturation Pact For Easter Parade

Gotham Hosiery Co. has made a one-shot purchase of the A&C television network's special hour-long coverage of the Easter Sunday parade down Fifth Avenue from noon till 1:00 p.m., EST. Ted Malone, ABC commentator, has been set to describe the proceedings as TV cameras sweep the scene at various vantage points throughout the "line of march" on the avenue. Handled through Sterling Adv. Agcy., Inc., the purchase calls for a hook-up of six affiliates: WJZ-TV, New York; WENR-TV, Chicago, and WXYZ-TV, Detroit—all ABC owned and operated; plus WFIL-TV, Philadelphia; WMAL-TV, Washington, D. C., and WAAM in Baltimore.

Two Ad Men Join NBC

Harold W. Shepard and Norman W. Glenn have been appointed sales promotion writers in NBC's radio sales advertising and promotion department, Charles P. Hammond, vice-president in charge of radio advertising and promotion for the network, has announced.

For the past year Shepard has been advertising manager for the Concord and Jerus Sales Company. Glenn was an advertising salesman for Crowell-Collier Publishing Company from 1947 to March, 1950.

WJR Program Sponsored

"Pie Plant Pete and Bashful Joe" who wake up listeners of WJR, Detroit, five days weekly with folk songs and humor, will be sponsored for an additional quarter-hour segment by Farmcrest Bakeries, giving them a total air time of an hour and a half daily. Announcement of the additional segment was issued by Harry Wismer, assistant to the president and general manager of stations WJR, WGAR, and KMPC.

Add Words 'Of America' To Official Name Of SDG

(Continued from Page 1)

its name to Screen Directors Guild of America yesterday.

The announcement was made by Mabel Walker Willebrandt, legal counsel to the SDG, who stated, "This change was made so that the name will properly reflect the Guild's current activities. Our present charter embraces broad enough powers of activity on behalf of our members, allowing us to do all we are now doing. Also powers to allow us to aid in the advancement of the arts of the industry in relation to the direction of action pictures that move across the screen.

"Since we have come to be known as the Screen Directors Guild, in Hollywood, where our activities until recently were centered, application has been made to the Secretary of State of California for the enlargement of our name from Screen Directors Guild to Screen Directors Guild of America.

"That application," Mrs. Willebrandt concluded, "is now pending."

Wallach Leaving WNYC

George Wallach, director of programs and operations for WNYC, New York City's Independent outlet, has handed in his resignation to return to commercial radio and television.

Theater 'Trust' Briefs To FCC On Week-End

(Continued from Page 1)

sideration of their anti-trust records in determining their fitness to hold radio and television licenses. A hearing on the question of adopting a uniform policy has been set by the FCC for April 24, with briefs due Monday.

The hearing will bring to a climax the uncertainty of these companies regarding their standing before the Commission, an uncertainty which has existed for several years. The matter came to a head during the hearing on competitive applications for San Francisco TV stations, with both Fox and Paramount participating. Their past records of anti-trust violation were made an issue in the hearing, but there still is no definite FCC policy.

Heads TV Department

J. Arthur West, one-time New England representative for Harry S. Goodman transcription library and most recently head of sales and advertising at Television Cartoons, Inc., has been named to take charge of the new TV film department being set up by Frederic House, Inc., leading training aid and commercial film producers.

• faces • facts • figures • wins •

WINS offers top year-round news coverage with

DON GODDARD
(12 NOON TO 12:15 PM)

AND

CARROLL ALCOTT
(6:30 TO 6:45 PM)

FOR ONLY

\$1.00
PER 1000 RADIO HOMES

WINS
50KW NEW YORK

BROADCASTING CORPORATION

SOUTHWEST

WBAP-TV, Fort Worth, continues the steady increase of local live talent programs by adding "Dance Parade," 8:30-9:00 p.m. Fridays, featuring Mary Parker, former Broadway and Hollywood actress. "Dance Parade" is built around the native dancers of all countries and the complete cast is costumed. Staff orchestra provides the music and the show is sponsored by Stromberg-Carlson and Gibson Electric, through Rogers-Leche-Wickman.

To overcome a mistaken idea in the minds of their customers, the Chef Restaurant's new Farnham House has contracted for a half-hour Sunday program of fine music over KXYZ, Houston, at 1:30 p.m. The original Chef was a waffle and sandwich shop, and customers had the same idea regarding the new and exclusive Farnham House.

Zack Hurt, ABC Roundup emcee over the Texas State Network, announces that two more stations have been added to his nightly request series of programs sponsored by Chesterfield Cigarettes. These stations are KBST, Big Spring, and KTRN, Wichita Falls. Total of 14 Texas State Network stations now carry the 9:30-10:00 p.m., CST strip.

Julie Benell, writer and mistress of ceremonies on a half-hour, cross-the-board woman's program on WFAA, Dallas, now has a list of eleven participating sponsors—headed by six national accounts, including Standard Brands, Inc. (Fleischmann's Yeast), DuPont (Nylon), Scott Paper Company (Scotties), Drackett Company (Drano, Windex), Armour & Company (Cloverbloom Margarine), and Curtiss Publishing Company (Ladies Home Journal). Also on Miss Benell's sponsor roster are Wm. Cameron & Company (Ideal built-in fixtures, et al), Fort Worth Macaroni (O. B. Macaroni), Marshall Canning Company (Brown Beauty). Schedules for early entry into the Benell fold of backers are Spring Mills, Inc. (textiles) and Ireland Chile Company (canned Chile and barbeque products).



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** Just to prove that Irv Cahn has no monopoly on the rhyming dictionary, here's Spencer Hare's effort for today: Television's finest Joka is a gal named Imogene Coca. And Ade Kahn wonders if a midget composer won't put some of Cahn's lyrics to music. . . . Wm. Boyd planning to produce a flock of new Hopalongs, and it's about time. . . . Johnny Thompson sez if he had as much money as Jolson, he too, would get down on his knees everytime he sang "Mammy." . . . CBS building a new situation comedy with Bill Goodwin. . . . Nick Kenny's desquipation of Martin Block: That ol' Block magic. . . . What's going on between Hank Morgan and Herb Sheldon? . . . Merely an opinion, but a couple of TV producers we know could do themselves a lotta good if they'd give one of Lou Walter's Latin Quarter productions the double o. . . . Edward Redding, who recently composed the Decca album, "Golden Palimino," has been signed to a management contract by Gale, Inc. The tunesmith is currently working on songs for Jane Pickens and her Escourtiers. . . . Eileen Barton gets a gold copy of her "I'd've Baked A Cake" record this week as a reward for its having passed the million mark in sales. . . . Our boy, Frank Gallop, doing "Lights Out" again this week. (Say, he's enuf to scare anyone).

★ ★ ★ ★

● ● ● Bob Hope sez he's not the only ham making his TV debut this Sunday. (Bob will be on WNBT's Easter Sunday show at 5:30 p.m.). There's also "Dirty Eddie," a little black pig created by Ludwig Banelmans in his satire on H'wood who will be featured on Philco's Playhouse Sunday at 9 p.m.

★ ★ ★ ★

● ● ● **SMALL TALK:** When you see, ad exec. Mickey Alpert walkin' down 5th Ave. Easter Sunday don't be surprised if there's just a little bit extra in his strut. It's his birthday—first time it ever fell on Easter Sunday. . . . Dennis James plays himself as a wrestling announcer is "Mr. Universe," which Laurel Films is shooting in N. Y. starring Jack Carson. . . . Ed & Pegeen Fitzgerald have snared Sir Wm. Rootes, the British automobile tycoon, as their breakfast guest tomorrow morning. . . . Frank Albertson and his missus, Grace Gillen, have been signed by Scheck Advertising for a new three-times-weekly series via WPIX tagged "H'wood Tele-movie Theater." . . . This looks like Sammy Kaye's biggest year. His RCA-Victor recordings of "It Isn't Fair" and "Wanderin'" are in the top ten, he's broken several box-office records on the road and his "Sunday Serenade" is back on ABC. He opens at the Capitol this week. . . . Father Peyton's "Triumphant Hour" will be on all four TV webs Easter Sunday.

★ ★ ★ ★

● ● ● Starting April 15th, Jack Barry's "Life Begins At 80" switches to the 7:30-8 p.m. slot on WNBT, which brings about a highly irregular situation. It seems that Jackson at that very same time is on NBC with his transcribed Joe DiMaggio show thus being in the unique position of supplying his own competition. It has its good points, tho.' At least this way he can't lose.

★ ★ ★ ★

● ● ● The other day we referred to MinaBess Lewis as DuMont's new Television Shopper. Kathi Norris still retains that official title with MinaBess' stanza being called Merchandise Mart. Kathi leaves DuMont at the end of the month when she shifts her talents over to WNBT from 11 to 12 noon daily. Kathi, incidentally, made a personal appearance the other nite at her sponsor's store (Saks 34th St.) and her viewers charged for autographs like a Notre Dame backfield.

★ ★ ★ ★

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THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



. . . agriculturally rich

Diversity is the keynote of the Chehalis employment "family", and with this diversity goes stable buying power . . . **GROWING** buying power YOU can tap through KGW's **COMPREHENSIVE COVERAGE.**

Consider these representative facts about Chehalis: Surrounding resources of timber, minerals, and cheap power . . . lumber mills, a crude drug plant, a cannery . . . well on its way to becoming the Turkey Capital of America . . . 85 per cent of homes owned by occupants.

KGW's **COMPREHENSIVE COVERAGE** delivers Chehalis . . . as it delivers the rest of the fastest-growing market in the nation.

KGW

PORTLAND OREGON



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AFFILIATE
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

COMING SOON

SHOWS THAT SELL + X = \$

* X is the NEW Associated Program Merchandising Service

Associated program service

151 WEST 46th ST.
NEW YORK 19

AM-TV EQUIPMENT FM-FAX

Section of RADIO DAILY, Friday, April 7, 1950

Majestic Head Hits Color Tele Tests

Severely criticizing chief proponents of the few color television systems that have been demonstrated before members of the FCC, Leonard Ashbach, president of Majestic Radio and Television, Inc., Brooklyn, termed the entire controversy a hectic struggle for a future monopolistic control of the TV industry. In his statement, Ashbach likened the present Washington color tests and statements to a poker game in which the high "ante" invited only big players to the exclusion of all other manufacturers in the industry who may have an opinion about the proposed color system. He bitterly denounced some of the industry titans for rushing to Washington with new daily developments on various color systems.

Offers Suggestions

Offering suggestions as to how TV color should be developed, Ashbach maintained that all systems submitted to the FCC should be entered in an elimination test for a period of at least a year, to definitely determine which is the most practical system, and the one which will prove of most value to present set owners. He also suggested that the Commission consider the question of permitting members of the industry to share in the new color system if and when it is adopted. He emphasized that fair and equal treatment is a necessary requisite to healthy competition throughout the industry.

Ashbach further pointed out that current color TV propaganda is definitely hindering present day sales, saying "It is high time the government put its foot down and made a definite statement which would serve to guide the public in their television purchases. This would serve to clear the atmosphere."

Admiral To Make New 16-Inch TV Console

Admiral Corporation has announced that it is putting into immediate production a new 16-inch, rectangular tube console in modern cabinet design to retail at \$299.95. According to Richard A. Graver, vice-president in charge of electronics, the new set will be a modern-styled version of the company's present 16-inch rectangular console in period design. In addition to the walnut finish, the new set will be manufactured in mahogany to list at \$319.95 and in blond at \$339.95. All sets will house a 10-inch speaker and Admiral's built-in rotoscope antenna.

Heavy Space Sales For National Electric Show

Chicago—More than \$60,000 in space to exhibitors for the third annual National Television and Electrical Living Show, scheduled for September 30-October 8 in the Coliseum, have already been sold, Harry Alter, chairman, announced this week. The annual event is sponsored by the Electric Association. Practically every exhibitor of last year has increased his space for 1950, Alter added. In addition, many new electrical goods people have entered the field, and are planning to take space. A big name entertainment attraction will again headline the show this year, he said. Last year's program featured Eddie Cantor, The Mad Russian, and Lou Breese's orchestra.

RMA Of Canada And U. S. Meet Jointly April 20-21

RMA leaders of this country and Canada will hold their seventh annual conference, April 20-21, at the Chantecler Hotel, Ste. Adele, Quebec. With President R. C. Cosgrove of the American Association presiding, the RMA directorate will hold a meeting Thursday afternoon, April 20, with the Canadian RMA officers and board as observers. The Canadian board meeting, with their President Frank R. Deakins, presiding, will be held Friday morning, April 21, with the American visitors as observers. Chairman Max F. Balcom of the RMA television committee and President Cosgrove will make a full report to the board of directors on RMA activities in connection with the color hearings of the FCC.

Extensive TV Exhibit For Chicago Museum

An educational exhibit of television, which will be operated by visitors to the exhibit and reported as the most comprehensive of its kind ever made available to the public, will be opened on April 25 at the Chicago Museum of Science and Industry by RCA.

According to RCA, the magic of TV will be explained in terms the public can understand through the operating exhibit of TV equipment and displays, which are now being installed in the Chicago Museum.

Buttons and levers will enable visitors to the exhibit to run the demonstration units themselves and will be so designed as to enable the layman to penetrate the mysteries of the new medium. The display will be permanently located on the first floor of the museum, immediately to the right of the entrance.

The exhibit comprises 18 units, ranging from reproductions of the mechanical spinning discs with which primitive TV images were first created to modern electronic facilities permitting visitors to see themselves on video.

The exhibit will include a panel containing four TV screens on which programs from all Chicago TV stations may be viewed at once. Another display unit will show what happens from the time a TV image is first picked up by the camera to the time it reaches the receiver.

PRODUCTION PARADE

New Emerson Models

Emerson Radio & Phonograph Co. is introducing a new 16-inch console model television set to sell for \$329.50; an AC-DC table model radio to sell for \$22.95 (walnut plastic) and \$24.95 (ivory); and three portable models ranging from \$24.95 to \$44.95. At present, Emerson is introducing the new models at distributor showings across the country and informing distributors that shipments on the new models will begin within two weeks.

New Generator For TV Servicing

A new sweep signal generator, specially designed for servicing FM and TV receivers, has been announced by the radio tube division, Sylvania Electric Products, Inc. The instrument incorporates electronically controlled sweep circuits and provides excellent sweep linearity and consequent distortion-free scope patterns. The instrument measures 11½" x 8¾" x 7" and weighs 12½ pounds and is supplied with pearl-gray crackle finish.

New Switch Offered

La Pointe-Plascomold Corp. of Unionville, Conn., is offering a new low-loss switch for the VEE-D-X 3-way antenna which prevents leakage. A terminal strip is located in the rear and will accommodate three separate lead-ins as well as the output line to the receiver.

G. E. White Clock Radio

A porcelain white clock-radio, with the company's latest "electronic servant" feature, has been added to the General Electric line. The unit (Model 509) is designed specially for the kitchen, and will list at \$35.95. The "electronic servant" feature is an appliance timer and convenience electric outlet. Various appliances up to 1100 watts total capacity can be operated automatically by the unit. It will turn these on or off at a time predetermined by the housewife.

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RADIO DAILY

PLUG TUNES

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a hit — A Hit — A HIT "CHUG-A-LUG" Recorded by KAY KYSER MICHAEL MUSIC CO., INC. 1619 Broadway New York City Jerry Johnson Gen. Mgr.

Nothing Can Stop This! "FOREVER WITH YOU" by the writer of "My Happiness" FORSTER MUSIC PUB., INC. 1619 Broadway, New York 19, N. Y. 216 S. Wabash Avenue, Chicago 4, Ill.

Another BMI Pin-Up Hit! BROKEN DOWN MERRY-GO-ROUND Published by Spitzer Recorded by Margaret Whiting-Jimmy Wakely (Cap) Rex Allen-Patti Page (Mer) Eileen Wilson-Dick Thomas (Dec) Jon and Sandra Steele (Coral) Bobby Lee (Four Star) Licensed exclusively by BROADCAST MUSIC, INC.

Diamonds Are A Girl's Best Friend from 'Gentlemen Prefer Blondes' JO STAFFORD.....Capitol DOROTHY SHAY.....Columbia CAROL CHANNING...Columbia ETHEL MERMAN.....Decca JANE HARVEY.....M-G-M

J. J. ROBBINS & SONS, Inc. 1619 Broadway N. Y. C.

RAIN

recorded by TONI ARDEN.....Columbia BILLY COTTON.....London LARRY FOTINE.....Decca DAVE HAMILTON.....Heidt HONEYDREAMERS.....RCA Victor DEAN MARTIN.....Capitol EDDIE 'PIANO' MILLER Rainbow FRANK PETTY TRIO.....M-G-M PAUL WESTON.....Capitol GENE WILLIAMS.....Mercury and more coming

MILLER MUSIC CORPORATION

WORDS AND MUSIC

Juanita Hall, singing star of RCA-Victor (and "Bloody Mary" in "So. Pacific"), opens at the Shelburne Lounge next Thursday, marking her second appearance at the East Side nitery. . . . Leo De Lyon's celebrity party at Leon & Eddie's this Sunday nite will serve as a "bon voyage" blow-out for the young comedy star who leaves immediately afterward for his London Palladium opening on April 24th. . . . "International Merry-Go-Round," a TV variety show based on a story line and written by Alan Sands, is being pitched by MCA. Alex D'Arcy, of the films, is starred. . . . Now that he has shaved off his Van Dyke beard, ABC's Gene Hamilton is having trouble with the L. I. Railroad conductors who don't recognize his identification picture when he boards the train daily at Massapequa, L. I. . . . Jean Carroll has put Coleman Jacoby and Arnie Rosen on the payroll to prepare a TV series for her which GAC is set to peddle at high-gear. . . . Joe Hoviss (Joey Lee), the Bronx cabbie who scored so solidly on Abe Burrows show a week or two ago, will live up Eddie Cantor's session Sunday. . . . Chas. Sanford, musical director for "Show of Shows," is the same Sanford who conducted at B. S. Moss' B'way Theater in 1921 at the age of 15. . . . Quick magazine predictions included this one: Elaine Malbin, 19-year-old B'klyn television soprano, will be singing at the Met within two years. Her assets: an amazing operatic range, good stage personality.

☆ ☆ ☆ ☆

What do you have to do get a hit? Stasny Music Corp. dug into the catalogue. Result: records by Victor, Columbia, Capitol, M.G.M. Coral Signature and Abbey, the latter creating a "new sound" thru its piano roll style; sheet music is selling merrily; and disc jockeys are doing their little bit. Looks like all the symptoms of success are present. . . . Talk about combinations of talent to turn out a tune: Art Waner, maestro at the Latin Quarter, and Ed Weiner who wrote THE DAMON RUNYON STORY, put their heads together. . . . result, "It's the Little Things That Count," Regent Music's current plug. . . . Bound to cause a stir: the recording of "On The Alamo" by the Harmonicats (Mercury), just released.

☆ ☆ ☆ ☆

Radie Harris is negotiating for the rights to "H'wood Hotel," aired some years ago. New series will be written and directed by Mervyn Nelson with Fran Warren as singing star. Radie would act as mistress of ceremonies. . . . Since the tremendous click of her "I'd've Baked A Cake," Eileen Barton has been inked by Gen'l Foods to sing all the radio commercials for their Swansdown cake flour, a neat publicity stunt.

☆ ☆ ☆ ☆

Jeannie Markham, added starter on Bill Gargan's "Martin Kane" TV session, is the daughter of the publisher of the Van Nuys News in Calif. . . . BBC has requested Carlton E. Morse to send them technical information on the rear view projection he's introducing on the TV version of "One Man's Family." . . . Jody Miller (Miss Washington of '48) who gave up barristering for a singing career, peddling a novel TV idea to the agencies. . . . Evelyn Knight has readied a new television series tagged "Lonely Knights," which she's also scripting. . . . When Nick Quattricocci appeared on Robert Q. Lewis' show to audition a violin player for his El Borracho Club, Lewis mentioned that his name was a very odd and unusual one. "Why?" queried the bistro owner, "I know a lotta people named Nick." . . . Herb Jeffries will do a U. short with Sarah Vaughan. . . . Wm. Rafael, member of ABC's script and production dept' for the past three years, has become program manager of Radio Free Europe, a newly-blue-printed broadcast activity of the National Committee for Free Europe that will begin channeling recorded shows in six languages to Europe from its main office in N. Y. shortly. . . . Reason Arthur Godfrey's breezy chats with his TV guests sound so spontaneous is because they're just that. He doesn't rehearse anyone before the show but starts gabbing with them when they actually face the camera.

AGENCIES

JAMES W. BLACKBURN has been appointed a vice-president of McCann-Erickson Inc., it has been announced by Marion Harper, Jr. president of the agency. Blackburn, who has been with McCann-Erickson for ten years, is a copy group head.

ECLIPSE SLEEP PRODUCTS INC. to E. T. Howard Company, Inc. Radio and other media will be used.

IRVING WEISFELD has been named vice-president in charge of production for the Ray-Hirsch Company, Inc.

AMBASSADOR CLOTHES to Ray Austrian & Associates, Inc.

GORDON CHEMICAL COMPANY, INC. of Philadelphia, has named Peter Hilton, Inc., effective May 1, for Plasta-Starch.

WILLIAM T. MALONE has joined Victor van der Linde Company. He was formerly with Raymond Spectator Company, Inc.

DAVID R. ALTMAN and MAX STOLLER have formed Altman Stoller Advertising, Inc. at 38 East 57th Street.

CHARLES H. MACMAHON, head of advertising and publicity for the Norge division of Borg-Warner Corporation, has been named chairman of the advertising and sales promotion committee, refrigeration section of the National Electrical Manufacturers Association.

J. LEWIS AMES has been elected a vice-president of Ruthrauff & Ryan, Inc.

JAMES RESOR has resigned a time buyer in McCann-Erickson's radio and television department. He will move to San Francisco where he expects to do similar work.

DICK SPITTEL has joined V.P. Service, Inc., as an account executive. He was formerly with NBC's West relations.

Heads Ind. Broadcasters

Indianapolis, Ind.—Daniel C. Park general sales manager of WIRE, Indianapolis, has been elected president of the Indiana Broadcaster Assn. Other officers elected were Martin Leich, WGFB, Evansville, AM vice-president; Ted Vernasco, WFML, Washington, FM vice-president; George Higgins, general manager of WISH, Indianapolis, secretary-treasurer; Carl Vandagriff, program director of WOWO, Fort Wayne, assistant secretary; and E. F. Herkner, WIMS, Michigan City, assistant treasurer. Elected to the board of directors were Higgins, Harry Bitner, Jr., general manager of WFBN, Indianapolis; O. E. Richardson, WASK, Lafayette; Donald Burton, WLBC, Muncie, and G. F. Albright, WCBV, Richmond.

TELEVISION DAILY

Section of RADIO DAILY, Friday, April 7, 1950 — TELEVISION DAILY is fully protected by register and copyright

PITTSBURGH AREA PETITIONS FCC

TELE TOPICS

CELEBRITY TIME, which last Sunday switched from ABC-TV to CBS-TV, a video show that suffers—of all things—from being topheavy with talent. Sunday's stanza, emceed by Conrad Nagel, offered viewers a million dollars worth of talent in the persons of Phil Silvers, Joey Faye, Ilka Chase, Joan McCracken and John Daly. With a cast like this, a sponsor, and web production facilities, the show should have been a knockout—but, unfortunately, it wasn't. The production was informal almost to the point of non-existence. Silvers and Faye are top-flight musical and cafe comedians, McCracken a first-rate musical star, Chase a sophisticated woman of the world, and John Daly a crack newscaster—none of which was proved on Sunday.

RUBY KEELER comes out of retirement for the first time in ten years to do a guest shot with Ken Murray on the 15th. . . Dizzy Dean is getting a heavy play in the metropolitan press prior to his New York debut as baseball commentator for WABD on the Yankee home games this coming season. . . Larry Gordon has invented a new lighting system, "Filtelite," which he says cuts TV lighting time by 16 per cent. . . Ken Murray, Robert Q. Lewis and Milton Berle will substitute for Ted Sullivan on his Sunday night CBS show. Sullivan will be out because of the death of his father, Peter Sullivan of Port Chester.

WFIL-TV'S "TELEPHONE GAME" hit a new record last week with 7,638 phone calls, according to Franklin Pulaski, its emcee. . . Emerson radio has signed its sponsor of "The Clock" over NBC-TV in alternate Friday nights starting April 7. . . WNBT will start telecasting Jack Barry's "Life Begins at 80" in the 7:30 to 8:00 p. m. slot starting the 15th. . . WGN-TV shuffles its broadcast schedule around starting next Monday. . . WLW-D's "Swap Shop" premiered on Tuesday. . . VMAL-TV is now telecasting "Crusade in Europe" twice weekly. . . WTJV reports the reception of \$3,594 worth of sales of the advertised product last week following a half-hour show.

BUREAU OF LABOR statistics show that video sets outsold radio sets last year by two to one in dollar value. TV sales amounted to \$850,000,000. . . An information center on TV reception problems set up anonymously by WSYR-TV drew some 4,238 phone calls from viewers in the Syracuse area during its first month of operation. . . Tele-Que surveys show that there are an average of 243,800 sets in use in the Los Angeles area on any evening. . . The sets supposedly have an average audience of three viewers per set. That's a big audience.

Fighter's Fifty Per Cent?

Fight managers, in the person of the Boxing Managers Guild of New York, have demanded a 50 per cent cut of radio and television receipts for the fighters in main events, it has been announced. Currently, fighters get a flat \$1,000 of the radio-TV income as a result of an agreement with the International Boxing Club, which promotes the boxing events at Madison Square Garden and the St. Nicholas Arena. The new demand, if granted, would supplant the current arrangement. The 50 per cent figure was aimed at any club whose bouts are carried on the co-axial cable, the so-called "big money boys," according to Charlie Johnson, guild president. An I.B.C. spokesman refused to comment on the demand until his organization was 'officially notified'.

Eiges Stresses Value Of TV In Education

(Continued from Page 1)
television as a force for improving public relations. Educators, government and civic leaders in this country and everywhere, are engaged in similar studies and research," Eiges said. "The people, who are the mass consumers, are becoming increasingly inquisitive concerning the most intimate aspects of the social behavior of those whose goods and services they buy."

Eiges told of the increasing frequency of studies and surveys of television and its effects, in elementary, junior high and high schools throughout the country. He said that the television industry welcomes and encourages the interest of teachers and educators, and stands ready to make its facilities available for the best which can be devised to utilize television for education.

How television is drawing the American family back into the home, reversing the characteristic trend of other modern inventions, also was discussed.

DuMont Revenue Up; TV Net Shows Loss

Washington Bureau of RADIO DAILY
Washington—The Allan B. DuMont Laboratories, Inc. showed a net income of \$3,269,880 last year, according to figures released by the Securities Exchange Commission here. The DuMont TV network, however, showed a loss of \$2,564,491 for the year.

The net income for the overall DuMont operation was equivalent to a profit of \$1.49 a share on combined shares of Class "A" & "B" stock which amounted to 2,101,597 shares. DuMont Laboratories showed a net profit of \$2,701,767 in 1948 which was equivalent to a profit of \$1.29 per share.

DuMont is currently offering 250,000 shares of ten cent par Class "A" common stock for sale through Kuhn, Loeb & Co. and Van Alstyne Noel Corp.

In its registration statement filed with the SEC, DuMont said that its Television Receiver Division was charged \$535,597 by broadcasting division for advertising services.

RCA Tells FCC Its Color-TV Is Ready To Send Via Cable

(Continued from Page 1)

that they have tested actual performance.

A series of slides was shown, first as sent directly from the WNBW camera to the transmitter and then as sent through special terminal equipment and a frequency limiting circuit. The sampling was at 2.4 mc rather than the 3.6 width usually used. There was a loss of resolution, but Dr. C. B. Jolliffe, RCA laboratory head, said the loss was identical to the loss experienced by CBS color when it goes over the cable.

Until now RCA color fed to the cable had been receivable only in

black and white. The new development is looked upon as of only temporary value by RCA engineers, who believe that TV networking is bound to be a wireless affair eventually.

Special equipment has been devised to permit immediate sending of RCA-type color pix in full color but with the reduction in detail to be expected from the narrower band width. When the terminal equipment of the coaxial cables has been increased in frequency bandwidth, the special equipment will no longer be needed, RCA said.

Urge Commission To Grant More TV Licenses

(Continued from Page 1)

(WLOA), Pittsburgh Radio Supply House Inc. (WJAS), WCAE Inc. (WCAE), Westinghouse Radio Stations, Inc. (KDKA), WWSW Inc. (WWSW), and United Broadcasters,

Presently, the FCC proposes to give Pittsburgh two VHF channels and two UHF bands, but local Chamber of Commerce studies purport to show that because of the hilly terrain in the Pittsburgh area, the video UHF channels would not provide satisfactory coverage.

The joint applicants allocation plan which has been submitted to the Commission requested the assignment of VHF frequency channels 3, 7, 9, 11, and 13 in the Pittsburgh area. Channel 3 is occupied by WDTV of the DuMont network.

The resolution passed by the governmental bodies cited the fact that broadcasting "was born in Allegheny County, that many local residents were employed by the broadcasting industry, that Pittsburgh is constantly growing as an industrial and commercial center and that 'adequate' television broadcast facilities are a basic essential to the growth and progress of all industries relating to and dependent on broadcasting."

It also said that other, smaller cities had more frequency allocations, and called upon the Commission for immediate action in granting the VHF channels sought by the license applicants. The bodies sent copies of the resolution to the two Senators from Pennsylvania and also to the state's representatives in Congress and sought their assistance.

"Mul-Tel" Introduced

"Mul-Tel," a multiple distributor device which enables one video antenna to service as many as sixteen video sets, was introduced yesterday in Newark, N. J., by the Brach Manufacturing Company. A four set "Mul-Tel" distributor retails at \$19.95 and will be sold through normal jobber channels. The device needs no expert installation, and was designed primarily for use in public places, multiple set homes and garden apartment developments.

To Speak On Video

Caroline Burke, NBC-TV producer, and Jerry Danzig, assistant director of CBS-TV programming, are scheduled to speak before the Professional Women's Club of New York on April 11 at the Warwick.

BEHIND THE MIKE

CHAS. HARRELL starting his third 13-week cycle directing Chevrolet's "Famous Jury Trials" which is consistently racking up solid ratings.

Chas. Collingwood, moderator of CBS-TV's "People's Platform," now with the Truman entourage in Key West, reports the newsmen are going in for those loud outboard shirts the President sports.

Next issue of Radio Best gives "County Fair's" lovely production asst, Vivian Kennedy, a lavish layout. She's one of the town's top models.

Toni Charmoli, choreographer for "Stop the Music" TV, reports this Goldwynism: Let's go in the other room where we can talk with a free hand.

Magazine Digest will reprint Ezra Stone's article, "The Care and Feeding of a TV Set."

Judy Parrish, currently in "As You Like It," featured on Philco's "Dirtie Eddie."

As the result of the responses on the Martha Deane and Pat Barnes shows, in which he discussed modern beauty treatments, Dr. Gregory L. Pollock, N. Y. plastic surgeon, has been offered a TV series of his own.

The Mariners have recorded their popular version of "Stars Are The Windows of Heaven" for Columbia.

Doug Edwards being urged by his listeners to bring his youngsters on his TV program again.

28 Stations Carrying Philadelphia Boxing Bouts

Twenty-eight stations are slated to carry the Sports Broadcast Network's "Fight of the Week," beamed on Monday nights at 10:00 p.m. The program, which is experimenting with a new sales approach, reported successful results from the sale of national spots between the rounds during the April 3rd broadcast of the Robert Villemain vs. Otis Graham fight. A second airing will carry the Luaro Salas and Percy Bassett fight on April 10th, when the network feeds the bout from WPEN, key station in Philadelphia. Other stations participating in the hookup are: WAEB, Allentown; WEEU, Reading; WLAN, Lancaster; WSPA, York; WARM, Lancaster; WBAX, Wilkes-Barre; WPAM, Pottsville; WJSW, Altoona; WLEU, Erie; WBPZ, Lockhaven; WLAB, Lebanon; WMRF, Lewistown; WISL, Shamokin—all of Pa.; WAMS, Wilmington, Del.; WFPG, Atlantic City, N. J.; WSNJ, Bridgeton, N. J.; WJTH, Baltimore, Md.; WJOY, Burlington, Vt.; WEPM, Martinsburg, W. Va., and the following of N. Y.—WMBO, Auburn; WOKO, Albany; WHCU, Hudson; WWSC, Glens Falls; WEAV, Plattsburg; WGAT, Utica; WJTN, Jamestown; WOLF, Syracuse, and WEBR, Buffalo.

COAST-TO-COAST

Receives National Guard Award
St. Louis, Mo.—A Certificate of Commendation was presented recently to KXOK by the National Guard of the United States. The award, signed by Kenneth F. Cramer, Major General, Chief of the National Guard Bureau, was given to the station "In Recognition of Patriotic Service to the National Guard of the United States During 1949."

Wilder Elected To Pioneers Club
Syracuse, N. Y.—Col. Harry C. Wilder, president of WSYR and WSYR-TV, has been elected to membership in the Radio Pioneers Club. Colonel Wilder became president of WSYR in 1932 and since that time, the station has grown from a 250-watt to a complete broadcast institution, offering AM, FM and television.

Bradford Promoted At WCOL
Columbus, O.—Phil Bradford, formerly an announcer and disc jockey, has been advanced to program director of WCOL, according to an announcement made by Lloyd A. Pixley, general manager of the station.

WNBC Using WORZ Broadcast
Orlando, Fla.—On Easter Sunday from 12:30 p.m. to 1:00 p.m., WNBC will repeat the broadcast of the Bach Mass in B Minor as performed by the Bach Festival Society of Winter Park on March 4th and fed to the NBC network through the facilities of WORZ. The broadcast was produced by Jeff Baker of WRC, Washington, and announced by Tony Chastain of WORZ. The re-broadcast on April 9th was scheduled in response to an unusually large demand by New York metropolitan listeners.

Airing Music School Series
Hartford, Conn.—The School of Music here will start a series of programs featuring its pupils on Saturday, April 15th, over WDRS. The recitals will be heard each week from 4:30 to 5 p.m., and will be arranged by school officials.

Will Air Awards

The presentation of the annual New York Drama Critics Circle Awards will be beamed again this year by ABC tomorrow night, 6:45-7:15 p.m., EST. Top honors go to Carson McCullers' "The Member of the Wedding" as the best Broadway production during the 1949-50 season, while T. S. Eliot's "The Cocktail Party" will receive the award for the best foreign play. During the broadcast, ABC's George Weist will produce and direct a 20-minute dramatization. Mrs. McCullers will accept the Drama Critics Award from John Chapman, N. Y. Daily News critic and president of the Critics Circle.

WNJR Member In Newsreel
Newark, N. J.—Alois Havrilla, newscaster and announcer of WNJR, appears as commentator on the M-G-M newsreel which was released April 1st. Havrilla has had a wide experience as commentator on travelogues, educational and commercial films as well as hundreds of newsreels. He has been a member of the WNJR staff since the station opened in November, 1947, and before that time he served as announcer and newscaster on the four major networks. In 1937, in recognition of the "finest voice in radio," he was given the National Diction Award.

Rogers Heads Industrial Corp.
Lawrence, Mass.—Irving E. Rogers, president and treasurer of WLAW and WLAW-FM has been elected president of the newly formed Greater Lawrence Industrial Corporation, which will aid and support the Greater Lawrence Chamber of Commerce in the promotion of the economic, financial and industrial welfare of the people in the four communities which comprise the area. President Rogers said that the new corporation will be non-profit and will have no capital stock, and will not compete with any existing agency or business, but will serve as a safety measure for the future should any problem arise which cannot be handled by any existing organization.

Named WPTR General Manager
Albany, N. Y.—W. Russell David, Sr., vice-president in charge of engineering, has been appointed general manager of WPTR.

WTIC Aiding Fund
Hartford, Conn.—The Marjorie Mills Hour, heard daily over WTIC at 12:30 p.m., will originate at Bushnell Memorial on Friday, May 5th. Admission to the broadcast will be free, but a collection will be taken for the benefit of the local Art School's scholarship fund. Miss Mills' visit coincides with Hour and Garden Week, conducted by the art school in behalf of the fund.

Lemmon Named Emcee

Chicago—Jack Lemmon will emcee "Toni Twin Time," premiering over the CBS-TV network Wednesday from 8 to 8:30 p.m., Central Standard Time. WBKB will be the local outlet. The new variety show will feature young professional talent. Lemmon, who is only 24, is currently starring in "That Wonderful Guy." The show will be written and produced by Sherman Marks, who did several of the College Inn "Salute" shows, and will be telecast from New York.

Seen every other week, the program will be kinescoped in some areas including Atlanta, Boston, Milwaukee and Indianapolis.

PROMOTION

"Father's Day" Pamphlet
A detailed pamphlet and order catalogue of Father's Day promotional material has been sent to 100,000 retailers and department stores throughout the country through the Father's Day Council. Besides listing posters, displays, streamers and pennants for sale, the pamphlet describes how retailers might tie-in with a national publicity campaign covering all media. Further, the pamphlet announces that a contest for advertising men will be launched, a free newspaper mat service may be obtained, and encloses a list of the 500 cities where the Council has City Chairmen.

WOWO Gets Power Boost

A tentative okay for the boost of WOWO power from ten to 50 kilowatts has been granted by the FCC, with engineering conditions. The Fort Wayne, Ind., station, which operates on the 1190 band, is owned by Westinghouse. The Commission said the boost is not absolute pending determination of whether a blanket policy should be adopted by the Commission with reference to licensees with records of anti-trust law violations. Hearing on this proposed policy has been scheduled for April 24.

Send Birthday Greetings To—

April 7
Tyler Davis Walt Framer
Bert Wheeler Walter Winchell
Fred B. Cole Lillian Stewart
Irving Weiss

April 8
Arthur Allen Frank E. Hurt
Bert Gordon Martin Gunther
Bill Curtis Thornton Fisher
Lulu McConnell Frank Roth
Bob Dixon

April 9
Jim Bannon Franklin Bingham
Brewster Morgan Gilmore Nunn
Oliver Smith Mickey Alpert

April 10
William B. Dolph Fred Hall
Haven Mac Quarrie Eddie Rubin
Sigmund Spaeth Hy Freedman
Eugene Patterson

April 11
Carroll Carroll Paul Douglas
Johnny Welsh Alvina Vogel
Stephen Chase Ed Darlington

April 12
Leo Miller Henry Peterson
Howard Phillips
Margaret Gardner
Herman Bess Bill Edmonds

April 13
A. L. Ashby Bob Stanley
Cecil H. Hackett Lily Pons
Catherine Witfield

FOX 'ANTI-TRUST' BRIEF FILED AT FCC

Three Hundred Indies To Attend NAB Meet

Full Day Session Planned For Sunday

Advance reservations indicate that more than 300 independent broadcasters will participate in the Unaffiliated Stations conference of the NAB convention at the Hotel Stevens in Chicago on next Sunday, April 16, Ted Cott, chairman on arrangements, announced Friday. Opening

(Continued on Page 2)

U. S. Appeals Court Gets Cullman Dispute

Washington Bureau of RADIO DAILY
Washington — WKUL, Cullman, Ala., has carried to the United States Court of Appeals its battle to force the FCC to consider the financial possibilities for existence of radio stations before licensing them. The station was repulsed by the Commission last month as it sought a

(Continued on Page 8)

Name Salmon Sales Mgr., Of WJZ Radio And TV

Earl Salmon, eastern sales manager of ABC spot sales, has been named sales manager of the network's key station WJZ and WJZ-TV, New York, Clarence L. Doty, station manager, announced Friday. Salmon has been with ABC since

(Continued on Page 6)

Seasonal

Saluting the opening of the 1950 baseball season, CBS-TV's "People's Platform" on Friday, April 14, will present a debate on the subject: "Which League Is Stronger—the American or National" with Red Barber and Charles Collingwood as "umpires" and the debaters including Branch Rickey, Dodgers president.

One Man's Viewpoint

Montreal—The advantage of radio over television was explained in the Canadian House of Commons by Rev. E. G. Hansell, (S. C. McLeod): "You can get more work out of your wife with a radio."

During debate on a proposed Radio Committee, the Social Credit Member pointed out that the housewife could go about her work in the house and listen to the radio; but she could not work and look at television at the same time.

"I therefore propose to honorable gentlemen who are married that if they want to get more work out of their wives, they should not install a television set.

Army Radio Policy Clarified For NAB

Denying reports that the Army and Airforce recruiting service upheld buy-no-more radio time, Major General T. J. Hanley, Jr., chief of personnel procurements for both services, on Friday offered a new statement of official policy to President Justin Miller of NAB and Charles Batson of Broadcast Advertising Bureau.

In the statement of policy "fifty

(Continued on Page 8)

Walter Huston Dies; Was Theater Guild Star

West Coast Bureau of RADIO DAILY
Hollywood—Walter Huston, veteran stage, screen and radio actor died on Friday in Beverly Hills. Huston, who was 66, was the victim of a blood clot. He made his last public appearance in a featured role on the

(Continued on Page 2)

Riggio ATC Chairman; Paul Hahn President

Vincent Riggio, president of the American Tobacco Company, was elected chairman of the board at a meeting of the directors on Friday. Named to succeed Riggio as president was Paul M. Hahn, executive vice-president.

American, heavy spender in radio, and television, does not contemplate any changes in advertising policy, Riggio told RADIO DAILY from his

(Continued on Page 2)

Alex Rosenman Resigns As Head Of WCAU Sales

Philadelphia — Alex Rosenman, vice-president in charge of sales for the WCAU stations, Philadelphia, announced his resignation on Friday, effective May 1st. Rosenman, oldest employee in point of service, joined WCAU in January 1927 as a

(Continued on Page 2)

Daylight-Saving-Time Plans Announced By Major Webs

Beginning Sunday, April 30th, and continuing through the period of New York Daylight-Saving Time, the four major networks will again employ the system of furnishing stations that remain on Standard Time with a one-hour delay service over special sets of lines from Chicago. When the change is made, stations remaining on Standard Time would ordinarily hear the network programs one hour earlier if

the networks did not employ this system of tape recording the program in Chicago and relaying them from there at the regular times. This policy, which was begun three years ago and gradually adopted by the four major networks, has been adopted in the public interest, and will exist throughout the 22-week period. Sections of the country slated to go on Daylight Saving Time

(Continued on Page 2)

Schine's Plea Also Entered For WPTR

Washington Bureau of RADIO DAILY
Washington — The anti-trust provisions of the Communications Act of 1934 are designed solely "to prevent monopoly in radio communications . . . and it was not intended to accord to the Commission any peculiar authority to deal with violations of law in general," 20th-Century-Fox

(Continued on Page 3)

Power Firms Asked To Aid TV Set Sales

Chicago—Leading power companies throughout the country should join forces with electrical appliance dealers in promoting the sale of television sets, Eugene S. Thomas, WOIC general manager, told the 16th annual sales conference of the Edison Electrical Institute here. He said the increased sale of

(Continued on Page 7)

RCA Declares Extra Common Stock Dividend

An extra dividend of 25 cents per share on the common stock of Radio Corporation of America was declared Friday, David Sarnoff, chairman of the board of directors, announced following a regular meet-

(Continued on Page 2)

Harvey Calls

Thanks to Harvey, the staff of WQXR believes in the Easter bunny again. On Good Friday morning, before the office personnel arrived, a package containing five dozen eggs, each marked with the first name of sixty employees, was delivered to the studios. Poster showing a white rabbit carrying a banner read, "Harvey was here."



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

ROME BUREAU
John Perdairi
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Riggio ATC Chairman; Paul Hahn President

(Continued from Page 1)

home in Chappaqua. He refused reelection as president because of his age. No such post as chairman existed previously.

The board also elected Edmund A. Harvey, vice-president in charge of sales. He has been treasurer since 1936. Harry A. Hilliard, assistant treasurer, was named treasurer.

Gallagher and Sisson In New Posts At WINS

Joe Gallagher has been named news director of WINS, succeeding Joe Durso, who has joined the New York Times. Gallagher assisted Don Dunphy in pre-season baseball broadcasts last year and also worked with Dunphy on telecasts over WABD.

Another WINS staffer, Richard Sisson, who served as promotion manager, has been named sales promotion manager of Criterion Service, Inc. Sisson joined WINS in October, 1946 and was appointed to his present post in January, 1948.

DAVID ROSS

Radio — Television — Films

Ardent Fan

One listener to John Gambling's early morning show on WOR doesn't believe in doing things in a small way. When Gambling offered a set of pictures taken at his recent 25th anniversary show for 15 cents and the Hudson brand label from a napkin package; the listener mailed John a three-foot by 18-inch section of a Hudson napkin cardboard cartoon.

Daylight-Saving Plan Announced By Webs

(Continued from Page 1)

are New England, Pennsylvania, New York, Delaware, Maryland, Washington, D. C., California, Oregon, half of Ohio, and the western half of Washington.

The Mutual network will have the additional problem of feeding to a third network of those stations within the baseball major-league area who are not eligible to carry Mutual's "Game of the Day" programs.

RCA Declares Extra Common Stock Dividend

(Continued from Page 1)

ing of the board of directors. It is payable on May 29, 1950, to holders of record of such stock at the close of business April 21, 1950.

On the outstanding shares of first preferred stock, 87½ cents per share was declared for the period from April 1, 1950 to June 30, 1950. It is payable July 1, 1950 to holders of record of such stock at the close of business on June 12, 1950.

Walter Huston Dies; Was Theater Guild Star

(Continued from Page 1)

Theater Guild's presentation of "All That Money Can Buy," which was an adaptation of "The Devil and Daniel Webster." Huston, over a period of years, rose to the top of his profession in each of the three aforementioned mediums of entertainment. He is survived by a son, John Huston, a film director.

Frank To Join WSGN

Philip Frank, formerly executive secretary of Broadcast Measurement Bureau, will join WSGN and WSGN-FM, Birmingham, Ala. on April 24 as director of research and sales promotion, it was announced by Henry P. Johnston, general manager.

Vandeventer Signed

The tab for Vandeventer's news-casts on WOR, New York, (6:30-6:45 p.m., EST, Tues., Thurs., Sat.) has been picked up by the Dolcin Corp. Contract details were handled through the Victor van der Linde Co. of N. Y.

NAB's Registration Includes 300 Indies

(Continued from Page 1)

the morning session is an address by Lee Jacobs, of KBKR, Baker, Oregon, who is chairman of the Unaffiliated Stations Convention Subcommittee.

On the general topic of "The Out of Home Audience," Sydney Roslow, president of The Pulse, Inc., will give a research report illustrated with color slides, Hugh Feltis, of radio station KING, Seattle, and Norman Glenn, editor and publisher of "Sponsor" magazine, will share in a discussion of "How to Promote, Program, and Sell the Out of Home Audience."

The last half of the morning session will be an analysis and discussion of the "Mail Order Business" by Cecil Hoge, senior partner of Huber-Hoge, Inc., and Ralph Weil, v-p and general manager of WOV, New York.

Justin Miller, president of the NAB, will be chairman of the luncheon session when Edgar Kobak is the principal speaker.

First half of the afternoon session is slated as: "How to Develop and Sell New Program Resources." Speakers of the afternoon are to be: Edward Gruskin, chief radio officer, ECA; Arnold Hartley, v-p and program manager, WOV, New York; Carl Haverlin, pres., BMI, Inc.; Charles E. Rynd, pres., The Ampex Co.; Foy Kohler, of Voice of America; Pierre Crenesse, director, North American Service, French Broadcasting System; Sellman C. Schulz, v-p, Decca Records, Inc.; Joe Csida, director, Popular Artists and Repertoire, RCA-Victor; John Sinn, pres., World Broadcasting System; Maurice Mitchell, director, BAB; Jerry Franken, radio editor, "Billboard" magazine.

Concluding the afternoon session is a sports clinic, broken down into discussions of the sports audience, gates, legalities, and promotion. Pat McDonald, WHHM, Memphis, is chairman of this discussion; while the legal aspects are to be discussed by Leonard Marks, atty.; and programming and selling sports agencies will be taken up by Ben Strouse, v-p and general manager, WWDC, Washington, D. C.

Alex Rosenman Resigns As Head Of WCAU Sales

(Continued from Page 1)

member of the sales staff. He was made commercial manager in 1940 and elected vice-president in 1946. During Rosenman's term as sales administrator WCAU became one of the most successful stations in the country commercially and he enjoyed a wide reputation throughout the industry as one of radio's foremost sales executives. Donald W. Thornburgh, president of WCAU accepted Rosenman's resignation with regret and said that no plans have been made for a successor.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Fox Files Brief With FCC Answering 'Trust' Charges

(Continued from Page 1)

told the FCC in a brief on the subject to be presented this morning. Records of anti-trust violation or violation of other federal laws are to be considered by the Commission only as bearing on the character of applicants—and as a minimum character qualification only.

WPTR, Albany, New York, made the same argument.

The pleading was filed in connection with hearings slated for April 24 before the Commission, to determine whether it should adopt a uniform policy for weighing records of violation of other Federal laws by broadcast licensees and applicants. Filing deadline for these briefs is today.

Attorneys Welch Mott and Morgan for Fox, argued that the long record of anti-trust violations by their client does not indicate any inability to operate in the public interest. As a matter of fact, the brief points out, the company has been adjudged guilty in civil rather than criminal proceedings; further, whereas in the film industry there is no Government agency constantly policing, with minutely-drawn regulations, to define what is permissible and what is not, firms in the motion picture industry have not had the same sort of guidance.

"No Moral Turpitude"

No moral turpitude or criminal factors are involved in the Paramount case, the FCC was told, and it was pointed out that the Government has dropped its original charges against the production end of the film business. The relationship between production of films and broadcast programming was stressed.

The brief said of the pix case that "no public interest, in the real sense of that term, was involved. The litigation involved the question of restraints within the industry and their effect upon exhibitors in the industry. No claim was made that the public was not adequately served by the existing system or that the trade practices adversely affected the movie-going public.

On the contrary, the court found that there was no exclusion of any picture from the public: that the defendants, in the theaters in which they were interested, provided not only adequate but the best in theater facilities and that the system of distribution was one which made it possible for all members of the public to see all pictures which they desired to see in a series of staggered runs at decreasing admission prices."

That the law calls upon the Commission to determine if particular applicants are qualified to serve in the public interest need not mean that the Commission must in each case seek "the best qualified applicant" . . . said Fox. An applicant is either qualified to do what he proposes or he is not. If the latter, his

application should be denied; if the former, then his proposal should be compared with others to see which would best serve the public interest. Deciding between two applications on the basis of character comparisons, whether good, bad or indifferent, would be analogous to judging a contest designed to determine which of several participants can fill a glass the fullest."

At another point the brief declared that "the Congressional mandate is that the Commission must keep monopoly out of radio. There is no requirement, need, or authority for the Commission to exert feeble and indirect efforts to eliminate the possibility that some prospective applicant, because of activities unrelated to radio, may at some remote and future time, attempt to engage in monopolistic activities in radio. If he does attempt to do so the Commission can, and must, take the necessary steps to stop him."

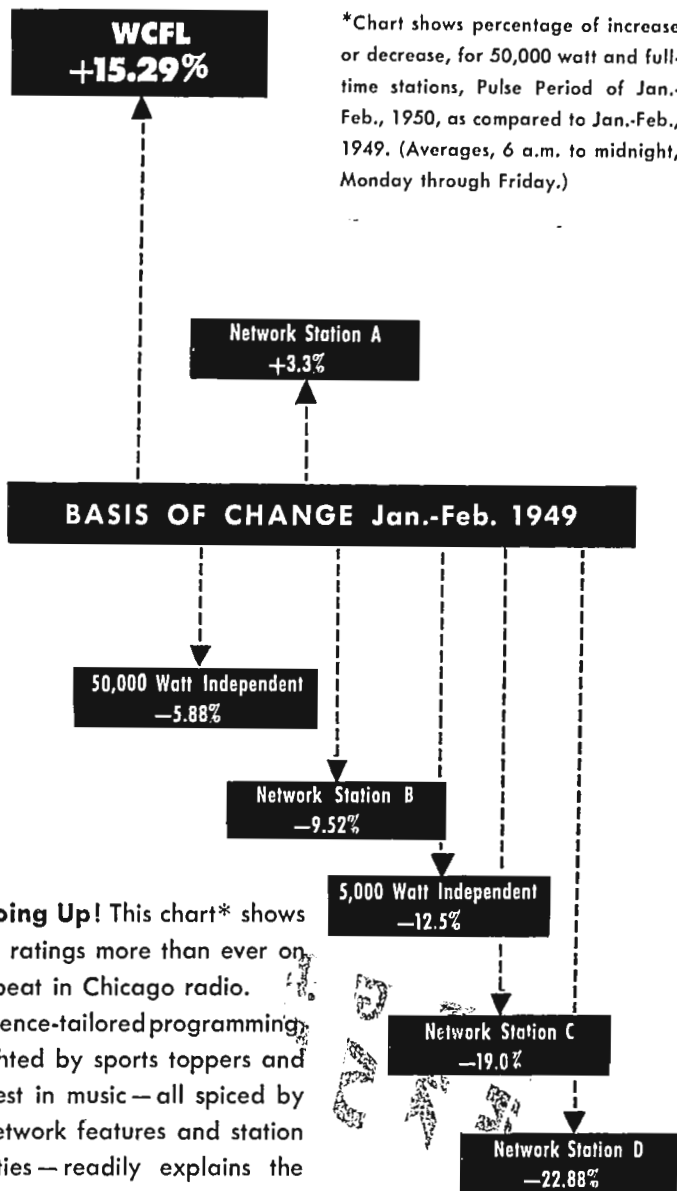
Schine Asks "Critical Analysis"

A "responsible critical analysis of the substance of the violation to determine its bearing on proposed radio operation should be given any record of violation of laws of the United States other than the Communications Act," WTPR held. The station is controlled by the Schine motion picture circuit.

"The almost infinite variety of possible U. S. law violations, running the gamut from trivia to treason, whether civil or criminal, makes it impossible to enunciate any broad policy covering violation of U. S. law in general," wrote attorneys Leonard Marks and Bernard Koteen for Schine. Each violation of law other than the Communications Act should be considered "only on a case-to-case basis," they said. So far as protecting the public from monopoly in broadcasting, they said specific rules of the Commission—including those on multiple ownership, network contracts and others—are directed to that end. As did Fox, Schine maintained that the anti-trust laws are primarily remedial rather than punitive, "and no character blemish can be imputed from isolated cases of their violation." They said that a study of the Schine case itself "demonstrates how unjust would be any conclusion that such a violation constituted a taint upon character."

Marks and Koteen held also that "television development will be retarded if a 'uniform policy' is adopted holding United States laws generally, or anti-trust and related laws specifically, to be disqualifying or even adverse to broadcast applicants. Such an uncritical test would discourage that group which has the financial resources for television. That discouragement would prevail even among those who had not been anti-trust violators, since a subsequent violation would place any broadcast licenses in jeopardy."

WCFL's PULSE is beating faster ... and faster!



*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations, Pulse Period of Jan.-Feb., 1950, as compared to Jan.-Feb., 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Still Going Up! This chart* shows WCFL's ratings more than ever on the upbeat in Chicago radio.

Audience-tailored programming, highlighted by sports toppers and the finest in music—all spiced by ABC network features and station specialties—readily explains the gains. Time rates, moreover, are as inviting as the programs presented over WCFL.

WCFL

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

An ABC Affiliate

WATCH

Present the

At the N.A.B.



... For **WORLD-Affiliates**

ONCE AGAIN

WORLD Adds To The Great Train Of Unparalleled Feature Presentations
DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHER
FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMONY

See **WORLD'S N.A.B. Convention Exhibit, Suite 500-**

WORLD

Hottest Idea Convention!



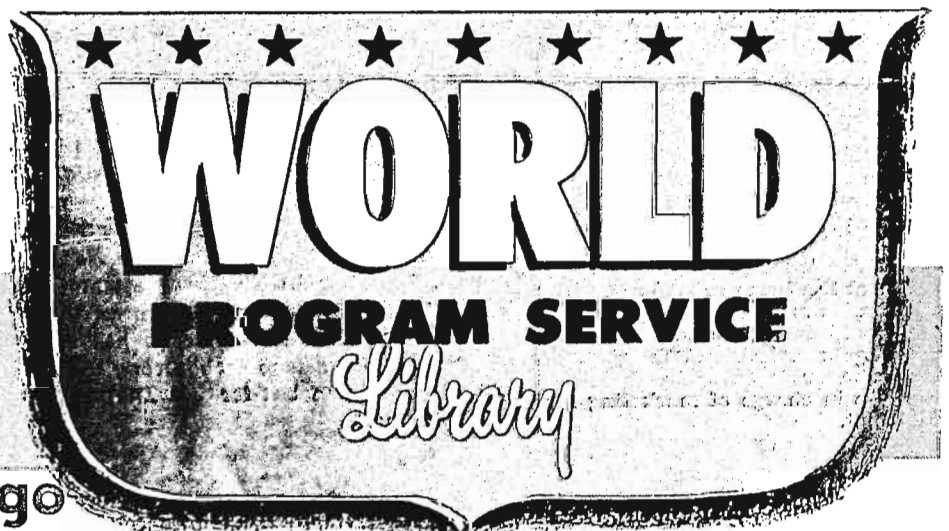
WORLD BROADCASTING SYSTEM, INC.,
An Affiliate of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.
Cincinnati • Chicago • Hollywood

Stations!

Already Released:

JINGLES • LYN MURRAY SHOW
COMMERCIAL JINGLES

Stevens Hotel, Chicago



TELEVISION DAILY

Section of RADIO DAILY, Monday, April 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

ROSS REPORTS PROGRAM COST UP

TELE TOPICS

THE ACTION last week by two municipalities—Pittsburgh and Chicago—in petitioning the FCC for additional television channel allocations in their respective cities once again underlines the crying need for a lifting of the freeze. Throughout the country, video's impact is being felt by individuals and by business organizations to an unprecedented degree. It is reasonable to assume that the governmental bodies which have asked immediate Commission action do not represent private interests. It is also reasonable to assume that they honestly feel that video is important to the economic, social and educational lives of their communities. It is therefore important that the Commission give every consideration to their requests and to the requests of would-be licensees throughout the country.

WAAM REPORTS the addition of 13 new sponsors. . . . KPIX will televise 28 home games of the San Francisco Seals. . . . WPIX added "Triple Feature Theater" to the program schedule yesterday, and adds "Night Owl Theater" this evening. . . . KRLD-TV has named Gerry Johnson, ex-L. A. deb, a member of its production staff. Also, the station announces the signing of Byron Nelson for a series of three telecasts. . . . WNBT reports that the "Kathi Norris Show," which begins on May 2, has signed three sponsors thus far. . . . CBS-TV added Francis Cardinal Spellman to its list of special Easter attractions just before the holiday.

DAT MEIKLE will be visited by a group of high school seniors from Ann Arbor, Mich., today. The seniors are in town on an annual Ann Arbor Senior trek. Exactly ten years ago, Pat was one of the starry-eyed kids that visited New York as members of the senior class at Ann Arbor H. S. . . . Herb Sheldon reports the reception of a letter from a fan who says "We see and hear you every night." Interesting part of the story is that though Sheldon does ten radio shows weekly, he does no tele. . . . Charles H. Singer and Newland F. Smith, both of WOR-TV, will address a joint meeting of the AIEE Communication Division on "WOR-TV-Station Construction Problems."

WBAL-TV HELPED the Baltimore News-Post get a photo scoop on the Baltimore hearings by having a News-Post photographer take a picture of Lattimore from the Monitor Screen as his Senate Committee appearance was being televised. . . . Douglas Leigh has designed a giant flying spectacle, "Ali Baba," to promote interest in Sylvania products. . . . WTMJ-TV will televise three of the feature attractions in connection with the opening of the Milwaukee Arena starting tonight.

Pittsburgh Station Cancels Crime Shows

Pittsburgh—A new station policy which "is cool" toward the further scheduling of mystery shows and crime programs and which thus far has resulted in the cancellation of



STEWART

two programs, has been announced by Donald A. Stewart, general manager of WDTV in this city. The crime shows, says Stewart, are especially bad in the early hours of the evening when large numbers of children are among

the station's audience. Stewart said that WDTV has a listening audience of 420,000 and feels double the responsibility, because it is the only video station in the local area.

"We are aware of the responsibility of the television industry," he said, "and also the impact a visual-audio medium has on the minds of the younger generation, especially since television comes right into the living-room. We have already cancelled two mystery and crime shows and in the future, we will endeavor to schedule, in so far as possible, only those programs which will exert a healthy influence on the younger generation.

"Although financially it is sometimes tempting to schedule a crime

Power Firms Asked To Aid TV Set Sales

(Continued from Page 1)

video receivers meant not only an increased use of power from the operation of the set itself—but also offers a "richer life, closer family relationship, more effective education of children, and a closer view of what is happening all over the world."



THOMAS

Thomas said that there are already five and a half million TV sets in operation and said that another 50 homes are being television equipped every minute of the working day.

He said that video is changing "our habits at home, at school, at work and at play."

or mystery show," Mr. Stewart concluded, "WDTV will not take this short-range view. Those who are the leaders of the television industry today will be setting the patterns for television tomorrow, and when you realize the tremendous impact of this new medium, even in setting social habits, you will find that in the end, 'crime does not pay'."

Survey Shows Rise Of Five Per Cent Since August

Video program production costs have increased about five per cent since last August, according to a Wallace Ross survey, just released in the current issue of Ross Reports. The rise, the survey showed, was directly traceable to the increased quality of TV programming, and to higher priced talent, more complex sets and larger script appropriations.

Time costs, the survey revealed, have increased by 15 to 35 per cent in the past seven months.

The Ross survey lists itemized budget breakdowns for 15 "basic television program types and, after compiling and averaging production costs for each type, Ross says that a typical program cost to the sponsor, exclusive of time costs, amounts to \$13,840 for a one-hour drama, \$18,545 for a full-hour comedy-variety show, \$7,577 for a half-hour drama, \$7,854 for a half-hour comedy-variety and \$6,920 for a half-hour whodunnit.

Other averages listed by Ross include: \$6,781 for a half-hour situation comedy, \$11,588 for a half-hour musical program, \$3,529 for a half-hour audience participation segment, \$4,118 (per week) for a daily kids show, \$5,640 (per week) for a daily musical show, \$2,941 for a forum, \$2,331 (per week) for a daily women's show, \$2,061 for a half-hour interview, \$2,317 for a night sports remote and \$1,431 for a 15-minute news program daily.

The Ross survey goes on to break down the costs of the hour-long drama and says that the increases in many cases are offset by greater efficiency of operation and storage facilities.

Ross says that, generally speaking, neither package producers, ad agencies or webs are making more out of TV than they were seven months ago. Significant, he says, is the upsurge in the filming of programs.

Macy's Will Sponsor New Show Over WOR-TV

R. H. Macy & Co., will make its debut as a television sponsor on April 14 over WOR-TV with the premiere performance of a program, "It's Smart To Be Thrifty," which also marks the entrance on WOR-TV into daytime video programming. The program, which will originate from a newly completed studio on Macy's eighth floor, will be conducted by Barbara Welles, WOR women's gabber.

Press-Time Paragraphs

Classroom-Experiment At WLW-T

Cincinnati—WLW-T will embark on the first sizeable experiment to test TV as an aid to classroom teaching this week with the introduction of a series of four special half-hour telecasts which will be received by sets installed in 14 local high school classrooms.

Chicago Area Has 418,366

Chicago—The Electric Association reports that, as of March 1, there were in operation 418,366 video receivers within a 50-mile radius of this city.

Three Stations Get Philly Teams

Philadelphia—WPTZ, WCAU-TV and WFIL-TV will cooperate again this year to present 92 home games of the Phillies and the Athletics. Deal calls for WPTZ to pick-up all games for transmission to the individual stations. WPTZ will carry Saturday games, WFIL week-day and holiday games, and WCAU Sunday games. Ballentine Beer and the Atlantic Refining Company will sponsor the games of all three stations.

AGENCIES

THE LIONEL TRAIN COMPANY, New York, announces the appointment of the Buchanan and Company agency to handle all future advertising. In celebration of its Golden Anniversary, the Lionel Company contemplates the largest advertising and sales promotion budget in its half-century history. Centering on an advertising campaign that will embrace national magazines, comic supplements, radio and television, the total expenditure is expected to exceed \$500,000.

VINCENT R. BLISS, JR., has joined the Chicago staff of H-R Representatives, Inc. as salesman. He was formerly with the Fred W. Amend Company, and Grant Advertising, Inc., in Chicago.

HAZEL BISHOP, INC., manufacturers of Hazel Bishop Lasting Lipstick, announces the appointment of Raymond Spector Company, Inc., as its advertising and merchandising counsel. An extensive campaign in television and newspapers is scheduled.

KENYON & ECKHARDT, INC. has resigned the Cheseapeake & Ohio Railway and The Greenbrier Hotel accounts. Kenyon & Eckhardt has been named the agent for the Competitive Transportation Committee of the Eastern Railway Presidents' Conference, of which Walter Touhy, president of the C & O is chairman.

JOHN J. GRONFEIN, LOUIS M. COTTIN and MARVIN I. RUDWICK have joined Joseph Katz Company. They were formerly with Gordon & Rudwick, Inc.

VENLO WOLFSOHN has been named copy editor of Wil Roberts Advertising of Philadelphia.

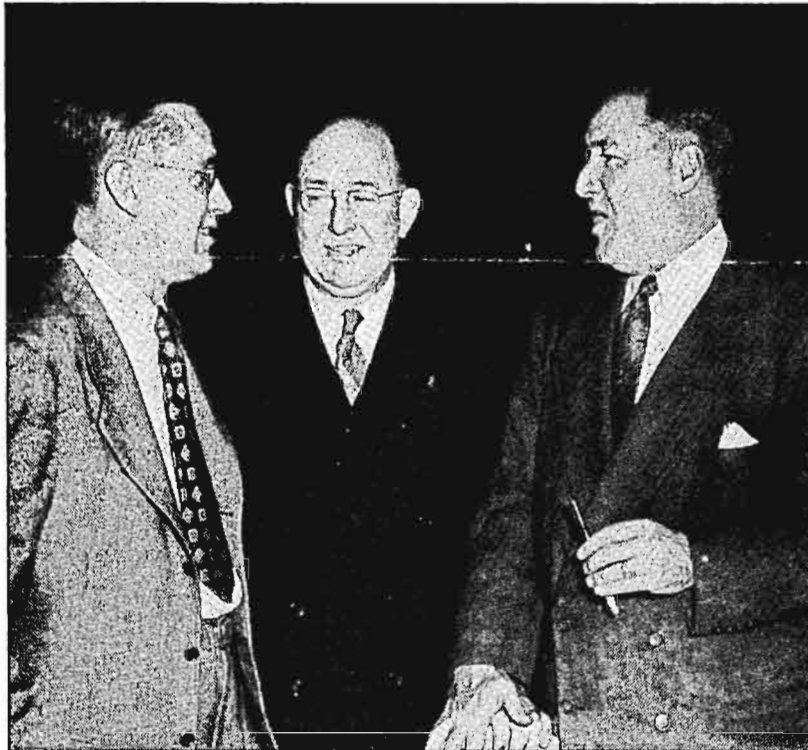
Plan Civic Salute

Milwaukee — Lawrence Welk's touring musical caravan (ABC, Wed., 10:00 p.m.) makes a stop in Milwaukee—home of the sponsor, Miller Brewing Co.—on May 12th for a tribute to Milwaukee Civic Progress Week. Guest of honor will be Harold J. Fitzgerald, president of the Civic Progress Commission. Highlight of the show will be the Miller Co.'s added attraction, Gloria Rodriguez and her Romany Singers.

Grauer Bows Out

Ben Grauer will drop his NBC-TV show on Tuesdays at 11 p.m., because of the pressure of other programs and will make his final appearance on April 11. The Doubleday Book show on which authors were interviewed has not selected a successor as yet. Other TV programs on which Grauer appears are the Kay Kyser program, the Eleanor Roosevelt show and Say It With Acting.

PICTURE OF THE WEEK



Wayne Coy, chairman of the FCC, chats with William S. Hedges (center), NBC veepee and retiring president of Radio Pioneers, and Frank Mullen, new president of Radio Pioneers.

Army's Radio Policy Clarified For The NAB

(Continued from Page 1)

per cent of the advertising funds allocated to the local armies will continue to be expended for the purchase of radio. The detailed statement follows:

"1. Recruiting advertising is purchased upon the merits of the individual media and consistent with the particular procurement objective to be accomplished. Radio advertising will continue to be given the same fair consideration in the allocation of funds as any other media.

"2. Recruiting advertising funds expended for public service time program production will not be included with funds expended on paid time programs in reporting recruiting advertising expenditures.

"3. The greater portion of all radio advertising funds will be expended for the purchase of time.

"4. Budgetary limitations and sound advertising practice preclude the purchase of radio time simultaneously on every station. But radio time will be purchased on a long-range basis calculated to give each station supporting the recruiting programs of the Army and of the Air Force an opportunity to obtain a portion of the national or local advertising.

"5. Fifty per cent of the advertising funds allocated to the local Armies will continue to be expended for the purchase of radio time. These local funds will be expended

U. S. Appeals Court Gets Cullman Dispute

(Continued from Page 1)

hearing on the application of the Voice of Cullman for a new station in the town of less than 10,000. The new station has been granted, but WKUL has asked a stay of the CP while the appeal is pending.

Attorney Paul Spearman filed for WKUL an appeal arguing that the Commission has no right to disregard economic considerations when it is obvious that an area offers insufficient possibility of advertising revenue to support two stations properly. The public interest is bound to suffer, he told the Court.

First-year operating expenses for the new station were estimated to go to \$36,000, with that figure plus the annual expense of WKUL said to exceed the available revenue in the town.

The brief quotes liberally from the Sanders case as it attempts to convince the Court of the importance of considering economic fundamentals from the standpoint of public interest. The Commission held that WKUL was seeking to protect its own economic position when it sought a hearing on the Voice of Cullman application. This was not denied, but Spearman argued that this fact alone is not of controlling importance when the public interest in quality service is so clearly involved.

in such a manner as to supplement the national radio advertising."

THE WEEK IN RADIO

"Names" to the Fore

By BOB GREBE

BRAND names and big names stepped into the spotlight for major portion of the headlines last week. To begin with, General Mills bought 65 summer half-hour periods over NBC at a cost of about \$2-million. Then, Procter & Gamble's veepee in charge of advertising, Howard J. Morgens, said his company did not intend to be panicked by survey showing video's impact on radio nor did it intend to scrap radio properties. And of course, The Brand Names Foundation itself had a big splash at the Waldorf-Astoria as it staged a "day."

Other big businesses doing big things were: Columbia Records, which planned a \$2.5 million advertising campaign in radio, tele and other media, and Nash Motors announcing a radio and TV spot campaign over ABC.

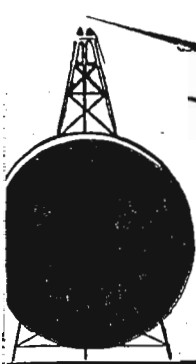
Individuals taking bows were: Ted Cott, vice-president in charge of programming for WNEW, New York, named to head WNBC and WNBT; Frank E. Mullen, NBC vice-president, installed as president of the Radio Pioneers; Frank White, MBS president, and Maurice Mitchell, BAB director, chosen to serve on the board of the Brand Names Foundation; Robert Saudek, ABC vice-president, nominated as president of the Radio Executives Club of New York; Clarence L. Doty, named manager of WJZ and WJZ-TV; and Charles Baltin, named WHOM vice-president. One sombre note during the week was the death of Roy C. Witmer, former vice-president of NBC.

The FCC added tobacco companies to its list of advertisers against which charges have been leveled. R. J. Reynolds and P. Lorillard Company joined the anti-histamine companies, Ipana and others whose advertising isn't what the government thinks it should be. Cross-town in Washington, the FCC occupied itself with color television.

NAB readied and steadied itself for the conventions which will open in Chicago this week. Advance registrations, panels and speakers for the get-together were announced.

The bookkeepers looked over their records and came up with the following: network billings in February dropped about \$1,000,000 since last year; WWDC in Washington, reported business increases of 28.5 per cent since last year; and advertising budgets for 1950 were expected to equal those of last year.

Other items: Raymond Wilmottee asked the FCC to authorize a new development in FM which would permit the sending of two signals together; Mutual decided to make its own survey; NAB members voted to give staff personnel three-year contracts; and WINS dropped its orchestra and got a picket in front of its studio from the A.F.M.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 7

NEW YORK, TUESDAY, APRIL 11, 1950

TEN CENTS

FCC ASKED NOT TO EXCEED AUTHORITY

Series Of Religious Films Planned For TV

Protestant Comm. Will Produce 13 Subjects

Utilizing a new concept in the teaching of religious matter to children, the Protestant Radio Commission currently has in preparation a series of 13 motion pictures based on Biblical stories, according to an announcement yesterday by Everett C. Parker, director of the commission. The

(Continued on Page 7)

Color-Tele Standards Should Be Set—Smith

Washington Bureau of RADIO DAILY Washington — David B. Smith, Philco vice-president, told the FCC yesterday he now believes broad standards for color TV can be set. A dot sequential multiplex system seems good enough now to standardize, he said, approving the single direct-view tube as the development

(Continued on Page 6)

Knodel Named Chairman Of Chi. Council NARSR

Election of William Knodel, of Avery-Knodel, Inc. as chairman of the National Association of Radio Station Representatives was announced yesterday by T. F. Flanagan, managing director of NARSR. Directors who participated in the

(Continued on Page 2)

Soap Opera Fashion Note

Ten Procter & Gamble soap operas were the inspiration for McKettrick-Williams' line of spring and summer dresses, called "Daytime Drama," which were introduced to the press at a fashion show and luncheon held at the Stork Club yesterday. The dresses, designed with the heroine of each show in mind, are named "The Road of Life," "The Brighter Day," "The Right to Happiness," "The Guiding Light," "Big Sister," "Ma Perkins," "Life Can Be Beautiful," and "Rosemary." The Anne Malone dress was named in honor of "Young Dr. Malone," and the Peggy Young dress represents "Pepper Young's Family."

Mutual Board To Act On 'Sale' Rumors

Chicago—Mutual's board meeting which will be held here next Saturday is expected to put to rest rumors that the network is for sale, a spokesman for the web said Friday.

The board, headed by Theodore Streibert, president of WOR, New York, is reported anxious to scotch trade rumors that the network has been on the block. These reports, it

(Continued on Page 2)

Another FM Station Turning In License

Winston-Salem, N. C. — Another FM operation has bit the dust. In a letter to T. J. Slowie, FCC secretary, Gordon Gray, owner of WMIT, has informed the Commission that the station will discontinue operations on April 13.

Gray said that attempts had been

(Continued on Page 2)

Toni Profits Soar, Gillette Co. Reports

The Gillette Safety Razor Company, heavy spender on network sports events, has reported to its stockholders that the profits of the Toni Company since its purchase in January, 1948, have more than equaled the \$8-million paid for the good will and name of the company. J. P. Spang, Jr., Gillette president, said that profits for the Toni Company for the first two years were \$7,550,567 and that together with

(Continued on Page 2)

Egner Named V.-P. Of H And M Railroad

C. Lloyd Egner, formerly vice-president of NBC, has been elected vice-president in charge of commercial enterprises for the Hudson and Manhattan Railroad. Egner will direct advertising for the Hudson tubes and the company's program to

(Continued on Page 2)

NAB And Theatre Briefs In 'Trust' Dispute Filed

Washington—The FCC was told forcefully by leading industry lawyers yesterday that it does not have the authority to establish a uniform policy for treating applicants who have violated Federal laws other than the Communications Act. Leading broadcasting and motion picture firms

(Continued on Page 6)

Top Twenty Programs Include 12 Repeaters

National Nielsen-Ratings, marking their first anniversary, report that 12 programs in the top 20 a year ago, have repeated in the latest ratings released yesterday. Shows holding on are: Mystery Theater, Mr. Keen, Crime Photographer, Mr. District Attorney, Suspense, Amos and Andy, My Friend Irma, Fibber McGee &

(Continued on Page 2)

Radio Reports Expands; Open Three More Offices

Radio Reports, Inc. has opened offices in three additional metropolitan areas, Edward F. Loomis, president, announced yesterday. The new offices are located in San Francisco, Cleveland and Philadelphia.

The company which records radio

(Continued on Page 2)

Sun Oil Buying TV Spots In New \$200,000 Campaign

A Spring promotional campaign by the Sun Oil Company, using spots on 47 television stations and supplementary radio coverage at an estimated cost of more than \$200,000, will be launched next week.

Between 1,100 and 1,200 video spots have been scheduled for a two week period in cities east of Chicago while radio is being used in more than 12 areas which are poorly covered by the regular Sun Oil

newscasts over NBC. Storrs J. Case of Sun Oil reports that the spots may be extended beyond the two-week period depending upon the success of the drive. Advertisements in newspapers throughout the Sun Oil market area along the east coast will also be used.

New York stations carrying the tele spots are: WABD, WJZ-TV, WPIX, WOR-TV, WATV and

(Continued on Page 7)

Comments Theme

An idea to have May 1 designated as Prayer for Peace Day started by Big Joe Rosenfield on his nightly Happiness Exchange program over WHOM has been given the support of New York's Mayor O'Dwyer. Said His Honor in a letter to the station: "I feel that Mr. Rosenfield's campaign should be encouraged and Station WHOM congratulated."

Disapproval

Vancouver, B. C.—Admittedly "fed up" with austerity and high taxation in Britain, British radio star Cyril Levis was back home today planning to enter the real estate business here on the West Coast. Levis said he had earned over 4,000 pounds sterling last year, "but the Government let me keep only 12 cents out of every five dollars."

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 7 Tues., April 11, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Oahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverslde 3518-9

ROME BUREAU

John Perdicari
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
ABC	11 3/8	11 1/4	11 3/8	- 1/8
Admiral Corp.	31 1/2	31 1/8	31 1/4	- 1/4
Am. Tel. & Tel.	155 1/2	155 1/8	155 3/8	+ 1/4
CBS A	36 3/4	36 1/2	36 3/8	- 3/8
CBS B	36 3/8	36	36 1/4	- 1/4
Philco	46 1/4	44 7/8	45 3/4	+ 7/8
Philco pfd.	92	92	92	-
RCA Common	20	19 5/8	19 3/4	+ 1/4
RCA 1st pfd.	78	77 3/4	78	+ 1/4
Stewart-Warner	15 7/8	15 3/4	15 7/8	- 1/4
Westinghouse	34 1/4	34	34 1/8	- 1/8
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	+ 1/2
Zenith Radio	67 1/8	67 1/8	67 1/8	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21 7/8	21 3/8	21 3/4	+ 3/8
Nat. Union Radio	3 3/4	3 5/8	3 5/8	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 3/8	23 3/8
Stromberg-Carlson	15 3/4	17 1/4

Jessup On ABC

Washington—Dr. Phillip C. Jessup, U. S. Ambassador-At-Large, who recently returned from a tour of the Far East, makes his first public address since his return on an ABC exclusive broadcast Thursday, the 13th, 10:30-11:00 p.m., EST.

Massce-Barnell Co. Inc.

Established 1887
723 - 7th Ave., N.Y.C. Tel.: Cl. 5-6080
INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.
Agents in all parts of the world.

Top Twenty Programs Include 12 Repeaters

(Continued from Page 1)

Molly, Godfrey's Talent Scouts, Jack Benny, Lux Radio Theater and Walter Winchell.

The top programs for the week of March 5 to 11 showed CBS taking 14 positions, NBC, five, and ABC, one. Five CBS shows, Lux Radio Theater at 23.7, Godfrey's Scouts at 19.7, Amos 'n' Andy at 18.6, Jack Benny at 18.6 and Mystery Theater at 18.4 held the leadership.

Following were ABC's Walter Winchell with 17.6, My Friend Irma (CBS), also 17.6, Mr. Chameleon (CBS) at 16.5, Mr. Keen (CBS) at 16.2 and the Gene Autry Show at 16.1.

Filling out the top twenty were: Charlie McCarthy (CBS), 16.0; You Bet Your Life (CBS), 15.7; Fibber McGee & Molly (NBC), 15.3; Great Gildersleeve (NBC), 15.2; Crime Photographer (CBS), 14.9; Bing Crosby Show (CBS), 14.8; Mr. District Attorney (NBC), 14.6; Break The Bank (NBC), 14.6; Truth or Consequences (NBC), 14.6; and Suspense (CBS), 14.5.

Knodel Named Chairman Of Chi. Council NARSR

(Continued from Page 1)

recent election were: John Stebbins of The Bolling Company, Inc.; C. E. Peterson of The Branham Company and Mr. Knodel.

Knodel has announced that Geo. Clark, Chicago manager of John E. Pearson Company will head a committee to arrange speakers and discussion topics for the 1950 series of meetings.

Radio Reports Expands; Open Three More Offices

(Continued from Page 1)

and television shows now has outlets in nine cities. Headquarters are located in New York City with other offices in Washington, Los Angeles, Boston, Chicago, and Detroit.

Radio Reports has also prepared a promotional piece which explains their operations. Included are details on their surveys, clients and other data.

Egner Named V.P. Of H And M Railroad

(Continued from Page 1)

obtain new riders. Egner started in with Victor Talking Machine Company in 1917 and later joined NBC, some time after Victor had been purchased by RCA.

Toni's Profits Soar, Gillette Co. Reports

(Continued from Page 1)

profits at the end of the March quarter, were better than \$8-million. A loan of \$5-million to Gillette at the time of purchase has been repaid in full, Spang added.

Another FM Station Turning In License

(Continued from Page 1)

made to find a buyer for the station, but the effort had failed. Gray told Slowie that high hopes had been held for FM and when these did not materialize, WMIT was forced to discontinue broadcasting.

"I still feel," he said, "that the Frequency Modulation system of broadcasting is the superior form of sound broadcasting and sincerely hope that some day this feeling, which is shared by quite a few other broadcasters, will prove to be right from a financial as well as a technical standpoint."

Mutual Board To Act On 'Sale' Rumors

(Continued from Page 1)

is said, have been based on a New York broker attempting to promote a deal acceptable to the Mutual network.

Mutual board members will also consider plans for the web's participation as a TV network at the session this week. Plans to link key stations of the web now operating television stations are being blueprinted. These include operations in New York, Washington, Boston, Chicago and Los Angeles.

COMING and GOING

KENYON BROWN, general manager of KWFT, Wichita Falls, Tex., in town Friday for conferences at CBS, with which the station is affiliated.

IVOR KENWAY, vice-president of the American network, on Friday was in Boston to attend the convention of the Trimount Clothing Co., one of the sponsors of "Stop the Music" over ABC on Sundays.

HANK GILLESPIE, Southeastern sales representative for Thesaurus, is en route to the NAB convention in Chicago by way of Virginia where he's making a field trip.

ANDREW M. WISWELL, vice-president of Associated Program Service, off to Hollywood where he'll record Ted Dale and his orchestra. He'll be back April 17.

CY HOWARD, creator of "Life With Luigi" on CBS; **J. CARROL NAISH**, star of the show, and **MARY SHIPP**, featured player, tomorrow will arrive from Hollywood for a short holiday in New York. Today they'll broadcast from Milwaukee. They'll be back on the Coast next Tuesday.

HAROLD E. FELLOWS, manager of New England operations for CBS, was in New York Friday on business.

JOHNNY OLSEN, **PENNY** and the rest of the American network's "Ladies Be Seated" program personnel, are in Springfield, Mo., for the Exposition of Progress which is being staged there.

SILVER, and his master, **THE LONE RANGER**, accompanied by **JACK PERLIS**, their publicist, are in Washington, D. C., for the Variety Club Welfare Fund Rodeo being held all this week.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.

W-I-T-H
BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed



It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

*Nielsen Radio Index



WLW congratulates BMI
 . . . and the authors and composers who have contributed so much to its success.

CROSLY BROADCASTING CORPORATION

A new suit of statistics for

This month, all across the land, 140,000 Census Enumerators are ringing doorbells . . . counting people, incomes and radios . . . measuring America for size.

They will find a colossus — bigger than ever before. Busier, lustier, richer.

Clearing many hurdles, they will discover what research men already know:

that our population is now over 150,000,000 which is 20,000,000 more than in 1940

that we now number 43,000,000 families — nearly 7,000,000 more than 10 years ago

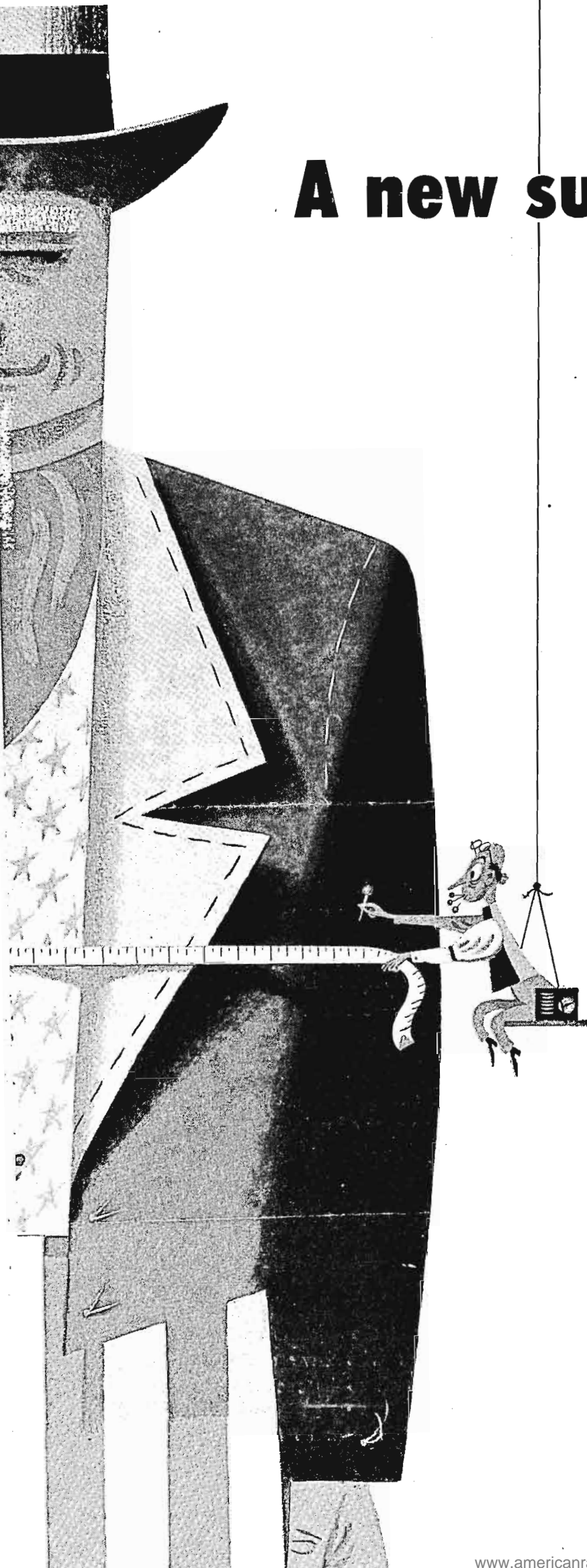
The Census-Takers will learn — that our families in 1950 have an average real income of \$2,647 — a ten-year increase of 21%; that our savings total a staggering \$12,000,000,000.

And another fact: our whole standard of living has gone up, with 71% driving autos; 71% of our families now owning refrigerators; and 61% having washing machines.

New suit for Radio, too

The enumerators will re-discover another giant — 95% as big as America. And that's Radio — with its fabulous influence on the lives of our people. Here are more facts that will be confirmed:

that there are today 40,700,000 radio fam-



Uncle Sam

families (in 1940 there were only 28,500,000) that 41% of them have more than one radio, so that today our people own some 86,000,000 sets, including those in cars and the portables you see everywhere.

The Census-Takers will learn too, if they ask, that more people are listening *more* to their radios today. *Everybody* — greybeards and grown-ups, teenagers and tots. City and small town and farm people.

Where the average family used to spend less than 3½ hours per day listening — now it's 4 hours and 44 minutes. And at any hour between 6:00 and 10:00 in the evening you'll find 1,700,000 people happily giving their attention to the endless parade of programs on the air.

you are a national advertiser

If you are a manufacturer of products or services people want and buy — this Census will put new emphasis on two facts basic to your business:

America is a bigger, richer and more rewarding market-place for you than ever before

To sell the millions who are this market, you can have no medium bigger, more powerful, more economical than network radio.

(Incidentally you will notice that radio is the only major advertising medium included in the Big Count.)

And these two facts will bring to your mind, inevitably and immediately, *America's No. 1 Network — NBC.*

Like America, NBC has grown. It is bigger, busier, more economical than ever before —

Bigger — The stations of the NBC network have the largest combined weekly audience in all America — larger than any other network, larger than any other advertising medium — according to radio's own census, the Broadcast Measurement Bureau.

Busier — NBC is selling more products and services for advertisers, day and night — and in 1949, advertisers invested more money in NBC than in any other network.

More Economical — Reaching more people, selling more goods — you'd think NBC would cost more. The opposite is true. NBC today costs considerably less per 1,000 homes reached than it did ten years ago — and NBC today reaches more people at lower cost than any other national advertising medium including the other networks.

Now, more than ever, to sell America you need...

NBC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

Theater Firms, NAB File Briefs With FCC

(Continued from Page 1)

filed detailed briefs in preparation for oral argument on the matter to be heard April 24.

Among the statements were those from NAB, Westinghouse, Warner Brothers, Paramount Pictures, Loew's, and others.

NAB held that establishing a uniform policy based upon violation of other Federal laws would "establish a new licensing criterion never intended by Congress and therefore . . . invalid." In each case that comes to it the Commission must determine whether the public interest would be served by a grant, NAB said. "Therefore, any uniform policy would be the arbitrary exercise of a quasi-judicial function in a legislative manner."

Not only would the adoption of such a policy be without the authority of the Communications Act, but NAB held also that it would violate the Administrative Procedures Act, which "forbids any agency to impose a sanction except within the jurisdiction delegated to such agency by law."

Certainly, said Loew's, Inc.—owner of the licensee corporation of WMGM, New York, and KMGM, Los Angeles—"If additional penalties are to be imposed upon a defendant in an anti-trust case, they should be imposed by Congressional mandate and not by the unlawful extension of the authority of an administrative agency."

Paramount, Warners File

Paramount Pictures argues both for Paramount singly and against the general proposition of a uniform policy. Paramount is licensee of KTLA, Los Angeles TV station, and applicant for several other stations.

Warner Brothers pointed out that the Commission has until now treated each case where there is a history of law violation individually. "It is difficult to perceive how else such applications can be adjudged under the Communications Act," wrote counsel John P. Southmayd.

Warner Brothers is licensee of KPWB, Los Angeles, which manager Harry P. Maizlish is negotiating to buy for \$350,000. The company is also applicant for several TV stations.



By SID WHITE

Man About Manhattan. . . !

● ● ● THINKING OUT LOUD: Don't know who's winning so far in WJZ disc jockey Joe Franklin's "Record Shop" contest to find the most popular male and female vocalists of all time, but wanna bet it boils down to a photo finish between Kate Smith, Al Jolson and Bing Crosby? . . . Ernie Lehman's novel in the current Cosmopolitan is a powerful portrait of a press-agent. And if it has an embarrassing authenticity, blame it on Ernie's own years of service in a B'way flacktory. . . . Leo Fuld never dreamed when he waxed his plaintive plea for tolerance for Jewish DP's via his London disc, "Where Can I Go," that he would get his greatest support from an Italian lad, Vic Damone, who's waxed it for Mercury, and the great Celtic songstress, Kate Smith, who is about to record it. Ted Collins likes the tune so much it will be Kate's first release when she shifts from MGM to a new label. . . . All that fuss over the low-cut necklines of our TV glammer gals seems a little bit ridiculous in the face of the appalling lack of censorship of a couple of top male personalities who have habitually offended listeners with their off-color material. . . . Even if it weren't Spring, you'd have to feel good about the new success of Emery Deutsch's gypsy music at the Plaza—the return of R. Vallee at the Roosevelt—and Will Mahoney, the cherub-faced Irish Jester who has moved his bag of vaude tricks in town for niteclub and TV engagements.

☆ ☆ ☆ ☆
POME: The guy who evokes a "Wotta-man!"
Is that genial gent, Walt Kiernan.
. . . Arv Cahn

● ● ● WHAT'S NEW: Is ex-Lever Bros. Luckman taking over a top spot with one of the major webs? . . . If Bob Hope will consider a figure in the nabe of \$25,000 per show, two sponsors are ready to talk TV business. . . . NBC seriously concerned about Eddie Cantor's idea that he'll just concentrate on TV in Sept. Top brass would like him to continue on radio as well. . . . Quick mag. predicts this week that NBC will groom disc jockey Jerry Strong for a fall TV show to compete with Arturo Godfrey. Strong had the same ayem time as Godfrey in Washington for 12 years. . . . Aside to Dan Golenpaul: Our printer certainly loused me up on that Joe DiMaggio line. What we meant to say was: "The efforts of the nets to carbon copy 'Info, Please' is comparable to asking someone to bat for Joe DiMaggio just because he happens to look like him."

☆ ☆ ☆ ☆
● ● ● TV viewers will have the opportunity of seeing for the first time tomorrow nite a public demonstration of how the Veterans Administration makes new hands for disabled vets. Chuck Tranum, on his DuMont show, "Manhattan Spotlight," will interview Dr. M. C. Cleaver, one of the many specialized doctors working for the Administration.

☆ ☆ ☆ ☆
● ● ● SMALL TALK: Not satisfied with singing in six languages, Jeanne Garry is now studying up on four more. . . . Andy & Della Russell heading for Houston's Shamrock Hotel to open for two weeks starting April 28th. . . . Burl Ives touting "The Men of Song" as the finest quartet he's ever worked with. Very telegenic group, too. . . . Ralph Paul announcing "Lights Out." . . . Chas. Sanford's click as musical director on "Show of Shows" has netted him three offers for variety programs. . . . Four mag. layouts in the past month and three more coming up next month on Sheriff Bob Dixon. . . . Bobby Colt just bought an interest in a trucking company that fired him for singing on the job last year.

Color-Tele Standards Should Be Set—Smith

(Continued from Page 1)

which makes commercial color feasible. He continued to voice his opposition to the CBS color system as he underwent protracted questioning by the FCC. His testimony added up to general agreement with the RCA stand, although he said Philco has been working on its own color system, which apparently differs in some details from the RCA system.

Smith said he does not believe the radio industry would be content to sit back and sell black and white sets to the saturation point simply because a compatible color system might be adopted. He was asked by an FCC staff member if he saw any chance that manufacturers might push black and white sets for the next 10 years if the RCA system adopted and the color programs can be received in black and white.

Sees Color Pushed Strongly
"I can't conceive of the industry not pushing color once we have it," Smith said.

Adoption of broad general standards would be followed by a rapid working out within the industry of system details for color, Smith thought. But he made it plain that he thought the setting of single standards is the only possible solution.

If the standards for the CBS system should be pronounced, he said, Philco would offer some sets to bring in CBS-type color signals. But he stressed that the important determinant would be public demand.

Being careful to avoid absolute endorsement of the RCA single color tubes, Smith said such direct-view tubes "are going to be used on all future color receivers." He advised the Commission to set its standards on the basis of this type of tube.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director: N. Y. 19

Another Exclusive!
Ross Reports
PROGRAM COST SURVEY
with
ITEMIZED BUDGETS
for 15 types of shows
Send \$5 per copy, or FREE with a
3-Month trial of our complete weekly
service at \$15.
ROSS REPORTS ON TELEVISION
551 Fifth Ave., N. Y. C. MU 2-5910

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 11, 1950 — TELEVISION DAILY is fully protected by register and copyright

BIBLE BEING TAUGHT BY TV PUPPETS

TELE TOPICS

IF EVER THERE was any doubt about the potentials of television programming, the events and features of last Sunday should have laid them aside for all time to come. Starting early in the morning, video webs and indies kept a steady stream of top-flight programs moving across countless screens throughout the country. The entertainment programs surpassed anything that has been tried to date; the special events coverages of the festive Easter parades were thoroughly enjoyable and informational; and the religious programs, which featured all sects and faiths, were marked by a solemnity that has yet to be equaled by any medium.

IN FIRST PLACE on anybody's list of entertainment programs for the day was, of course, the Bob Hope video debut via Frigidaire's "Star Spangled Revue" over NBC-TV. Hope was superb, joining before the video cameras the best facets of his radio, screen and stage personalities. His material was first-rate and his support was magnificent. Douglas Fairbanks, Beatrice Lillie and Dinah Shore each contributed to the hilarity at hand and, individually, each might well have carried the show alone.

FATHER PATRICK PEYTON'S "The Triumphant Hour," which was filmed by the Fairbanks Multi-Cam system and which was aired by four TV networks, was another highlight of the day's special programming. Aside from being excellent Easter programming it proved that Fairbanks can, at amazingly low cost, produce technically first rate pictures via his patented three-camera system. Father Peyton's hand, and a good, steady Irish hand it is, was evident throughout the film, as the cameras moved effortlessly from a church scene which featured a group of Hollywood stars at prayer to a series of scenes which depicted the Resurrection and Ascension of the Christ to Heaven, and the Assumption of the Blessed Virgin to His side. The story segments were authoritatively produced, well written and excellently photographed.

ALMOST ALL of the major networks and many of the independents covered the Easter Parade in New York, but to CBS-TV must go the credit for having done the best job. With cameras spotted on Fifth Avenue and 51st Street and at the Hotel Plaza, the CBS-TV commentators did a sock job of rounding up a constant stream of interesting guests for interviews. The CBS crew, which included Dorothy Doan and Kyle McDonald teamed with Igor Cassini, John Daly and Gil Fates, stayed in front of the cameras with interviewees from the theatrical, social and cafe society world for two solid hours, nearly a minute of which was dull.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of March 31-April 6, 1950

THE TOP 5 SONGS OF THE WEEK

Chattanooga Shoe Shine Boy.....Acuff & Rose
If I Knew You Were Coming.....Robert
It Isn't Fair.....Words & Music
Music Music Music.....Cromwell
Peter Cottontail.....Hill & Range

THE 5 FAVORITE STANDARDS OF THE WEEK

Easter Parade.....Berlin
I Can't Give You Anything But Love, Baby.....Mills
Swanee.....Harms
Temptation.....Robbins
You Oughta Be In Pictures.....Harms
Copyright 1950, Office of Research, Inc.

First Film In Series Has Screening

(Continued from Page 1)

films, Parker said, feature puppet characters and have been prepared especially for television presentation.

Shown At Modern Art Museum

Unveiling the first in the initial 13-film series at a press screening yesterday at New York's Museum of Modern Art, Parker said the cost of the undertaking, production-wise, would "approximate about \$100,000." He said if the initial series were well received, the commission was prepared to film additional pictures to the total amount of 52.

The film shown yesterday, based on the parable of The Good Samaritan, was photographed in full kodachrome color "to prepare for the introduction of color television" but may also be televised in black and white. Other parables now in the process of production include "The Prodigal Son," "The Lost Sheep," and "The Ten Talents."

Completion This Summer

Parker said the entire first 13 films should be completed sometime this summer and should be ready for distribution not later than October 1. He said the films would be distributed to local church councils upon whom would fall the job of placing the films with video stations for airing. Parker said that each council would decide the method of presentation, but pointed out that all the films were available for sponsorship provided the sponsorship was of an institutional nature. The films could not be sponsored, he said, by merchandising advertisers.

Parker said that the commission's decision to use puppet films for religious education was based partly on the success enjoyed by such commercial video puppet shows as "Howdy Doody," "Lucky Pup," and "Kukla, Fran and Ollie."

Created by The Beaton

Leslie and Mabel Beaton created the marionettes and the settings. Beaton designed and created the sets, and Mrs. Beaton, a sculptor, created the puppet figures. For "The Parable of the Good Samaritan," Mrs. Beaton made eleven 22-inch figures and an ear-twitching, leg-pawing donkey. The figures include a lawyer and a friend, who try to trap Jesus, a priest, an innkeeper and the Samaritan who finds the traveler beaten by thieves. For the face of Jesus, Mrs. Beaton drew her inspiration from several well-known paintings.

Sun Oil Co. Buying Heavy TV Spot Sked

(Continued from Page 1)

WCBS-TV. In Philadelphia, WPTZ, WCAU-TV and WFIL-TV will carry the spots while in Boston, WBZ-TV and WNAC-TV have been lined up. For Washington, WMAL-TV, WNBW, WTTG and WOIC have been set and in Baltimore, WMAR-TV, WAAM and WBAL-TV.

Detroit video stations listed are: WXYZ-TV, WJBK-TV and WWJ-TV. Others carrying are: WDTV in Pittsburgh; WHAM-TV in Rochester; WHEN in Syracuse; WJAC-TV, Johnstown, Pa.; WMBR-TV in Jacksonville; WNBF-TV, Binghamton, N. Y.; WXEL, WEWS and WNBK in Cleveland; WBNS-TV, WTVN and WLW-C in Columbus; WCPO-TV, WKRC-TV and WLW-T in Cincinnati; WTVJ, Miami; WDEL-TV, Wilmington; WSPD-TV, Toledo, Ohio; WLAV-TV, Grand Rapids, Michigan; WICU, Erie, Pa.; WBEN-TV, Buffalo, N. Y.; WJAR-TV, Providence, R. I.; WNHC-TV, New Haven, Conn.; WRGB, Schenectady,

Okla. U. Will Hold Six-Day Video Clinic

Norman, Okla. — A Television Clinic for station personnel and other qualified people to be held in cooperation with WKY-TV was announced this week by the University of Oklahoma featuring Hoyt Andres and the staff of WKY-TV. The clinic will be held June 25th to July 1st in Oklahoma City and Norman. Enrollees will get daily experience in the WKY-TV television theater and personalized instruction from the Oklahoma "U" staff.

Topics scheduled include production, script writing, sales, and general programming.

The clinic is being planned for people now employed by radio stations, teachers, and others whose backgrounds qualify them for advance instruction.

Registration fee for the training is \$15.00. Housing at the University will be available at nominal cost.

N. Y.; WLW-D, Dayton, Ohio; and WGAL-TV, Lancaster, Pa.

The News In Brief

WOR-TV will telecast an address by Carlos B. Romulo on April 13. . . . Dick Rychtarik, Al Ostrander, Haljamar Hermanson, Henry May and Bill Cecil will display their work at CBS' first TV Scene Design Exhibit, which opens in New York on April 20. . . . Byron Rash, special events director for WMAL-TV, will emcee the ceremonies honoring Gabriel Videla, President of Chile, tomorrow in Washington. . . . Ken Murray's Saturday night rating has jumped from 20.5 to 26, according to the latest advance TV Network Hooperatings. . . . WPTZ has signed sponsors for two NBC-TV co-op shows "Leave It To The Girls" and "Who Said That." . . . KDYL-TV has completed a new 1,800 square-foot studio. . . . TV sets in the Miami area up to 22,000. . . . ABC has renewed both Admiral and P. Lorillard as sponsors of segment of "Stop The Music." . . . Regal Beer has been signed by KPIX as sponsor of the Seals baseball games for the coming season. . . . Norman Woodford has been appointed TV division sales manager for North American Phillips Co. . . . "Crossword Puzzles of the Air" bows on WGN-TV on April 13. . . . "We The Pets" bows on WPIX on April 15.

COAST-TO-COAST

New Quiz Series On WBRK
 Pittsfield, Mass.—WBRK has added a new half-hour Sunday program, "Forum For Living," sponsored as a public service by the Casualty Insurance Company of this state. Quizzer is Peg Holmes and quizees are six high school seniors. The winner each week receives a U. S. Savings Bond, while the final winners get college scholarships.

KNBC Member Joins Opera Company
 San Francisco, Calif. — Joan Trangsrud, KNBC mail clerk, has won a spot in the chorus of the Los Angeles Civic Light Opera Company here. Joan was one of three girls selected out of 200 who competed in an audition here March 22. She has resigned at KNBC and is now in Los Angeles for rehearsals. The Civic Light Opera Company will bring "Chocolate Soldier" and "Rose Marie" to this city later this year. Miss Trangsrud will appear in both productions.

Broadcaster Engages Postmaster
 New Haven, Conn. General manager James T. Milne, of the Elm City Broadcasting Corporation, which owns and operates WNHC, WNHC-FM, and WNHC-TV, has announced that Patrick J. Goode has retired as postmaster of the local postal district and will assume active duties with the Elm City Broadcasting Corporation, where he will be in charge of public service programs and station relations.

To Sponsor Va. League
 Petersburg, Va.—For the third successive year, the Globe Brewing Company of Baltimore, brewers of Arrow Beer, have contracted to sponsor all the home games of the Virginia League Petersburg Generals, over WSSV. Jack Laflin, WSSV sports director, will handle the play-by-play assignment.

Named WHK Publicity Director
 Cleveland, O.—J. B. Maurer, commercial manager of WHK, has announced the appointment of Louis Oswald as publicity director of WHK. Oswald is filling the position of C. T. Christensen, who will take up duties at the Philco appliance division of Strong, Carlisle and Hammond. Oswald has been with WHK for more than three years, holding the position of FM announcer on WHKX and, more recently, has been working in the transcription department.

WBMS Signs Joseph Dinneen
 Boston, Mass.—Joseph F. Dinneen, columnist and author of "Purple Shamrock" has joined the staff of WBMS as news commentator. George Lasker, station manager, announced last week. Kineen is sponsored six days weekly from 11:00 to 11:10 a.m. by a local brokerage firm. Dinneen has been staff writer and columnist for the Globe for more than 25 years.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of March 31-April 6, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Ask Me No Questions.....	Wiltmark
Bewitched	Chappell
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Cross Your Heart.....	Harms
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Dearie	Laurel
Did Anyone Ever Tell You Mrs. Murphy.....	Johnstone-Montei
Dontcha Go Way Mad.....	Advanced
Enjoy Yourself.....	E. H. Morris
Girl That I Marry.....	Berlin
God's Country.....	Robbins
Have I Told You Lately That I Love You.....	Duchess
I Gotta Have My Baby Back.....	Peer
If I Knew You Were Coming.....	Robert
It Isn't Fair.....	Words & Music
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
On The Outgoing Tide.....	Shapiro-Bernstein
Peter Cottontail.....	Hill & Range
Quicksilver.....	E. H. Morris
Rag Mop.....	Hill & Range
Rain	Miller
Save A Little Sunbeam.....	Capitol
Sentimental Me.....	Knickerbocker
Sugar Foot Rag.....	Preview
Sunshine Cake.....	Burk-Van Heusen Assoc.
There's An X In The Middle Of Texas.....	Simon House
Wilhelmina	Feist

Second Group

TITLE	PUBLISHER
Bibbidi Bobbidi Boo.....	Walt Disney
But Me I Love You.....	Campbell
Bye Bye Baby.....	J. J. Robbins & Sons
Copper Canyon.....	Famous
I Don't Care If The Sun Don't Shine.....	Famous
In Santiago By The Sea.....	Life Music
Leave It To Love.....	Broadcast Music
Marta.....	E. B. Marks
Monday Tuesday Wednesday.....	Leeds
Muskrat Ramble.....	George Simon
Out Of A Clear Blue Sky.....	Dreyer
Rain Or Shine.....	Lombardo
Sitting By The Window.....	Shapiro-Bernstein
Sweetest Words I Know.....	Life Music
That's A Plenty.....	George Simon
There's No Tomorrow.....	Paxton
They Say It's Wonderful.....	Berlin
Third Man Theme.....	Chappell
Wedding Samba.....	Duchess
With My Eyes Wide Open.....	Crawford
You Missed The Boat.....	Advanced

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AGENCIES

E. GORDON LANE will take full charge of all operations of The James T. Chirug Company in the New York-Middle Atlantic area, effective May 1. He has been general manager of the Boston office for several years.

THE MUSIC PUBLISHERS HOLDING CORPORATION has moved to 488 Madison Avenue in New York.

THE PEPSODENT DIVISION of Lever Brothers Company has transferred its account from the Chicago office of Foote, Cone & Belding to the agency's New York office. The division moved from Chicago to the new Lever headquarters in New York last January.

GENERAL CELLULOSE CO., INC., to Lee Ramsdell & Co., Inc.

WQXR Planning To Move To Times' Studios Sunday

Opening of the new WQXR studios in The New York Times Building at 229 West 43rd Street has been set for this Sunday, April 16. Station operations at 730 Fifth Avenue will cease on Saturday night and early Sunday morning, the moving will be started.

Arthur Hays Sulzberger, publisher of the Times which owns the station, commenting on the new facilities of WQXR—AM and FM—said: "The new plant we have built is further proof of The New York Times' confidence in the continuing growth of WQXR and its faith in radio."

Speaking of future plans for the station, Sulzberger said rebroadcasts of WQXR programs by other FM operations would continue and he reported that "the enthusiastic response we have found in Pennsylvania has encouraged us to extend the service to other areas and the station management is now making plans which we hope will result in spreading WQXR programs over a large part of the Eastern seaboard."

The new studios of the station are double the floor space of the present quarters and include plans for a large auditorium. Five studios will be ready for operation next week. Offices will be located on the 10th floor of The Times Building while studios will be on the ninth.

Joining Web Sales Staff

Edwin S. Friendly, Jr., formerly radio and television director for Al Paul Lefton Co., Inc., joins the TV sales staff of ABC on April 24th, according to an announcement by the web's eastern television sales manager, Slocum Chapin. Besides his experience with the Lefton agency, Friendly is also credited with two and a half years as time buyer and account exec for BBD&O, and an Army service record of three and a half years as a captain in the Pacific.



ADVANCE GUARD ARRIVES IN CHICAGO

CBS Outlet Increases Daytime Radio Rates

WCCO, Minneap't's Hikes Rate Card For Daytime

Minneapolis, Minn.—Raises in daytime rates and a special campaign to boost summer sales were announced yesterday by WCCO, local 50 kw CBS owned and operated outlet. In a revision of time classifications, WCCO extended Class A to include the 6 to 6:30 p. m. segment and the
(Continued on Page 6)

Salute To Baseball

Welcome Back Baseball will be the cry over three networks this weekend when General Mills presents a special show starring Bob Hope, Bing Crosby, Dorothy Lamour and Ralph Kiner, among others. Crosby, part-owner of the Pittsburgh Pirates and Hope, stockholder in the Cleveland Club will team up on songs and toss curves at each other on prospects of their teams. CBS will carry the show on Saturday April 15 from 10 to 10:30 p.m. (EST); MBS will air the presentation on Sunday, April 16, 7 to 7:30 p.m., and ABC will broadcast the program on Monday, April 17 from 5:30 to 6 p.m.

NAB Engineers Set For Opening Tomorrow

By Staff Correspondent, R. D. Chicago — The advance guard of radio and television engineers began arriving at the Hotel Stevens yesterday for the opening session of the Broadcast Engineering Conference of NAB which gets under way tomorrow morning. It is estimated that upwards of 700 engineers will be on
(Continued on Page 8)

Re-elect ABC Board; Also Rename Officers

All ABC board members have been re-elected by the stockholders and in turn, the directors re-elected all officers of the company at a meeting yesterday. Continuing as chairman of the board is Edward J. Noble while Mark Woods has been renamed vice-chairman. Robert Kintner has again been chosen as president. Other board members chosen by
(Continued on Page 8)

NABET Labor Dispute Engstrom, Cosgrove, Forces Show Erasure Chapin Talk Color-TV

A dispute over the functions of certain TV technicians which arose on Monday between the National Broadcasting Company and the National Association of Broadcast Engineers and Technicians forced the cancellation of the Robert Montgomery program on Monday evening. The dispute, according to NBC, was settled but not in time to permit adequate rehearsals to put the program on the air as scheduled. Viewers were informed that the program would not be heard as
(Continued on Page 7)

Washington Bureau of RADIO DAILY Washington — Elmer Engstrom, head of RCA color-TV research, was unable to tell the FCC yesterday what his company would do if the Commission should order adoption of the CBS color system. RCA was asked to have President Frank Folsom or Brig. Gen. David Sarnoff, board chairman, come here Monday to tell the Commission authoritatively what the company's policy would be. Engstrom could not say whether
(Continued on Page 6)

Cott Vacationing; Pack May Succeed

The \$64 question in New York radio circles still continues to be the name of the successor to Ted Cott as program director of WNEW. Cott, newly appointed general manager of WNBC and WNET, will leave WNEW on Friday for a vacation in Miami before taking over his new post on April 20. Reported to be leading the field of
(Continued on Page 2)

Pulse New York Ratings Has CBS Leading Field

Latest Pulse ratings for the Metropolitan New York area, both daytime and nighttime, show an almost complete domination by one net—
(Continued on Page 8)

Florence Warner Resigns Radio Post With GOP

Washington Bureau of RADIO DAILY Washington—Florence Warner, assistant radio director of the Republican National Committee resigned yesterday with the resignation becoming effective on April 30th. Rumored that her resignation followed a curtailment of the radio
(Continued on Page 2)

Richards May Be Aided Through Press Campaign

Washington Bureau of RADIO DAILY Washington — Causing speculation that an all-out press campaign on behalf of G. A. Richards may be in the making, the Washington Post yesterday held in a lengthy editorial that the FCC should drop its move to yank the licenses of KMPC,
(Continued on Page 2)

Report 'This Is Your Life' Will Move, NBC To CBS

"This Is Your Life," starring Ralph Edwards, now on NBC, Wednesday nights at 8 p.m., was reported yesterday to be shifting to CBS
(Continued on Page 8)

NBC-TV Announces Signing Of Saturday Night Sponsors

The Speidel Corporation has been signed by NBC-TV as sponsor of time segments of the Chicago originated portion of the big Saturday night revue, it was announced yesterday by George Fry, NBC-TV sales chief. He said Speidel would bankroll the second half of the program starting May 6 and the entire

program starting May 27 for an "intensive six-week promotion." The Chicago portion of the Saturday night revue will be continued for an additional three weeks as a result of the Speidel deal, it was revealed. Previously, the network had announced that the program would
(Continued on Page 7)

Co-op News Sale
Cecil Brown's news commentaries on Mutual reported to have brought in co-op contracts with 49 stations in 17 states during the first two weeks of April. According to B. J. Hauser, director of the Mutual Broadcasting System's co-ops, the newscasts over the additional stations will be paid for by a total of fifty-five new local sponsors.

Will Represent Radio
Judith Waller, public service director of NBC's Central Division, has been chosen to represent radio at the annual award dinner of the Women's Press Club in Washington next Saturday, April 15. Inaugurating a new program this year, the Women's Press Club is selecting seven women outstanding as special guests.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Herbert M. Kraus

188 West Randolph St. Phone: ANdover 3-6050

SOUTHWEST BUREAU

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 11)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Pbjlco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

North's Returning In Fall

Setting at rest rumors that Colgate would cancel "Mr. and Mrs. North" on CBS, it was announced yesterday that the program, following a three-month Summer hiatus, will definitely return to CBS in the Fall under the same sponsorship. The announcement also stressed the likelihood of a video version of the show starting in the Autumn.

DAVID ROSS

Radio — Television — Films

★ COMING AND GOING ★

PRESIDENT GONZALEZ VIDELA of Chile is in Washington, and today will meet with HOWARD HOCHNER, chief of the production section of the "Voice of America," who left New York yesterday for the Nation's Capital to arrange a tour of the country for the Chilean leader.

WALTER WINCHELL, American network luminary, left yesterday for Washington, D. C. He'll return tomorrow.

AL JOLSON is visiting briefly in Gotham. Paid a call yesterday at the headquarters of CBS.

ARTHUR CHURCH, president of KMBC, Kansas City affiliate of CBS, left New York for Missouri yesterday.

MARTIN AGRONSKY, Washington correspondent of ABC, is coming up to New York late tomorrow and will broadcast Friday and Saturday from Radio City.

BABS DONIGER, co-ordinator of the Kathi Norris television show, leaving for a vacation in Puerto Rico and Haiti.

CAROLINE BURKE, producer in the television department of NBC, today is in Washington, D. C., on business.

LUIS FERNANDO AYORA, director of Casa de la Cultura, Quito, Ecuador, is in Washington as guest of the State Department. He'll spend three months here studying American radio methods. He'll visit various cities throughout the nation.

JINX FALKENBURG, featured on NBC, is in Washington to participate in the festivities connected with the luncheon of the Women's National Democratic Club.

JOSEPH BERNARD, general manager of KOMA, Columbia network outlet in Oklahoma City, arrived in New York yesterday on business.

PAULA CARR, of Roberts & Carr Productions, has completed a tour of middle west advertising agencies, where she outlined the current R&C video packages.

ROBERT H. REID, television manager for INS-INP, and JOHN M. COOPER, director of radio for INS, left yesterday for Chicago, where he will head INS functions at the convention of the NAB.

H. R. EVANS, general manager of WBAY, Green Bay, Wis., in conference yesterday at the offices of CBS, with which the station is affiliated.

Ted Cott Vacationing; Dick Pack May Succeed

(Continued from Page 1)

candidates for the WNEW position is Dick Pack, currently publicity director of the station. Pack has worked with Cott on many of the WNEW productions and his familiarity with the operation makes him a strong contender.

Cott was scheduled to take charge of the Independent's Day meeting at the NAB convention this Sunday in Chicago, but he has decided to take a few days rest and will turn the proceedings over to Lee W. Jacobs of KBKR, Baker, Oregon. Cott, champion of the indies and promoter of the first indie day at last year's convention, will not take part in any of the NAB proceedings.

Florence Warner Resigns Radio Post With GOP

(Continued from Page 1)

budget and the merging of the radio division with the speakers bureau of the RNC.

Mrs. Warner is widely known in radio. After an association with the Cowles radio stations and newspapers in Iowa, Mrs. Warner became midwest educational director for CBS. Later she moved to New York and was associated with the Biow agency. Upon joining the GOP radio division, Mrs. Warner handled the radio and TV promotion of women's affairs before and after the national convention.

Gagsters Shift Luncheon Site

Johnny Morgan, who has been set as emcee for the new "Detect and Collect" TV show, will be guest of honor as the Gagwriters Association luncheons move tomorrow to larger quarters at Trader Tom's Steak House, 128 W. 48th St. Luncheons hereafter will be held every Thursday at 1 p.m.

Richards May Be Aided Through Press Campaign

(Continued from Page 1)

Los Angeles; WJR, Detroit, and WGAR, Cleveland. The three stations are controlled by Richards, whose admitted instructions to newsmen to slant news broadcasts are now being investigated by the Commission in a Los Angeles hearing.

Post Owns WTOP

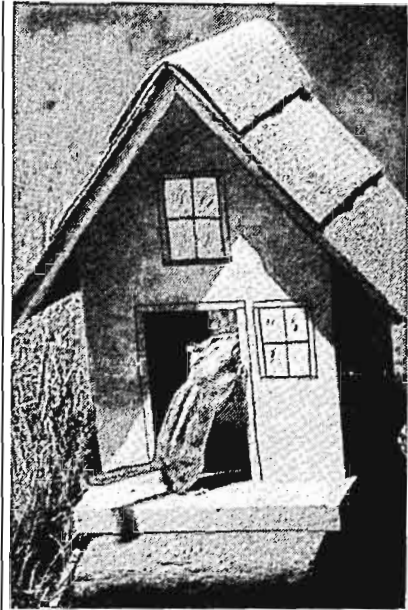
The Post, politically an independent, is owner of WTOP, Washington CBS outlet, in which the network holds 45 per cent of the stock.

The paper conceded that "no broadcaster is free to operate his station, using public facilities, solely as he may see fit." On the other hand, the paper held, the record of broadcasters over the years "is not such as to warrant the disciplining of broadcasters by the back-door method of finding them unfit persons to operate a radio station unless their activities fall hopelessly below the minimum standards of public service.

"If Mr. Richards should be put off the air for trying to slant the news against the persons and groups that are anathema to him, where would such a policy end? To be consistent, the Commission would then have to withdraw the licenses of stations slanting the news against other political figures and organizations. We do not believe the Commission has any standards that would be a safe guide in such a venture, and if it did the enforcement of such a policy would go seriously against the grain of our traditions."

Wedding Bells

Beverly Hills, Cal.—Bob Hawk, master of ceremonies on the Bob Hawk Show over CBS, was married here yesterday to Mary Rechner, assistant to Dore Schary, vice-president of M-G-M in charge of production.



Goodbye, Mr. Chip

Chipmunks are not usually trained animals. But this one's owner built him a little house. When Mr. Chip gets through his day's foraging, he says goodbye and goes "home." Pretty unusual, eh?

There's something unusual, too, in the Baltimore radio market—a BIG independent station that delivers a BIG audience at amazingly low cost.

The station is W-I-T-H, and it regularly delivers more listeners-per-dollar than any other station in town. That means you can accomplish BIG results from very SMALL appropriations.

So if you're looking for low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

BEHIND THE MIKE

"ETHEL AND ALBERT" renewed an additional 13 weeks on ABC. Blanche Gaines, writers' rep, moving her offices on April 15th to Fenton Productions, 40 E. 49th St. She will still handle her own exclusive list of writers and combine with Mildred Fenton in the representation of writers handled by latter.

Vocalist Cathy Mastice designing her own clothes for nite club and TV appearances starting in May.

The entire population of Glasco, N. Y. (1,168) turned out to welcome home-town boy, Bobby Colt, the other nite.

Current issue of "Fortune at Work" (house organ for Fortune Mag staffers) has fascinating cover piece on Geo. W. Trendle, originator of "Lone Ranger." Mr. Trendle is the only "perpetual" subscriber to Fortune. This unique subscription was presented to him at a testimonial dinner given in his honor in 1939 at the Hotel Statler, in Detroit, by leaders of the movie industry.

Edith Fellowes and Tommy Dix set for Ed Sullivan's "Toast of the Town" May 7th.

Install Audio Equipment

Hollywood — Equipment for recording the audible portions of TV programs has now been installed by Radio Recorders, G. Howard Hutchins, president of the company announced yesterday. Growing demands of sponsors, actors, musicians and others required additional facilities to service the seven local TV stations, Hutchins said.

★ **AGENCY NEWSCAST** ★

DEAN R. AVERY has been appointed vice-president-general manager of Young & Rubicam, Mexico. James B. Stanton has been named vice-president in charge of plans and merchandising while Luis Gurza has been placed in charge of radio and television as a vice-president.

FLO-BALL PEN CORPORATION to the Joseph Katz Company.

JOHN J. FREELEY has joined the Fred Wittner Advertising Agency as an account executive. He was formerly advertising manager of E. W. Bliss Co.

ELEANOR WINSLOW has joined Maude Lennox Personnel in charge of placements for advertising, radio and television.

DON DOBKIN has been named copy chief of Lancaster Advertising. He was formerly with Wiley, Frazee and Davenport, Inc.

PARFUMS CORDAY to Peck Advertising Agency, effective May 1. Radio, television and magazines will be used.

PETER ZANPHIR, formerly advertising manager of Publix Shirt Corp., has opened his own offices at 542 Fifth Avenue. The firm will specialize in sales promotion and presentations for advertisers, agencies and media.

UNITED STATES ATTORNEY GENERAL J. HOWARD McGRATH will speak at a luncheon of the Advertising Club of New York on Monday, April 19. Other speakers scheduled by the club for future dates include: Charles F. Kettering of General Motors on May 3; H. V. Kaltenborn on May 17; and Virgil Pinkley, formerly European director of the United Press on June 7.

RICHARD DEXTER has been named director of merchandising in the Chicago office of Sherman and Marquette.

KSFO, San Francisco, has appointed William G. Rambeau Company as its national sales representative.

LANSING B. LINDQUIST has been named director of radio and television for Ketchum, MacLeod & Grove, Inc. Lindquist previously was an independent producer and has served with WHO in Des Moines, Iowa, WSYR-FM in Syracuse and WOL in Washington.

SIDNEY LIGHTSTONE has opened his own office as a sales promotion and advertising consultant. He was formerly with Grey Advertising Agency. He will continue as consultant to D. A. Schulte Stores.

JOHN J. CARROLL, JR. has joined the staff of John Shrager, Inc. as traffic manager. Norton A. Newman has been named art director.

JOHN McTIGUE, production manager of WINS, has announced his resignation to join the National Committee for Free Europe. He will become associated with Radio Free Europe, the committee's transmitter.

HAL HACKADY has joined the WNEW continuity department as a writer. He was formerly with CBS.

JOHN A. NORLING and Wil Marcus have been elected president and vice-president, respectively, of Loucks & Norling Studios, Inc., television motion picture production firm.

ROGER SMITH HOTELS CORPORATION to Norman D. Waters & Associates, Inc.

DYNAVOX CORPORATION of Long Island to A. D. Adams Advertising.

DON ANDERSON has joined the Biow Company as an account executive. He was formerly with BBD&O on the Bromo Seltzer account.

SOUTHWEST

YOUNG talent will be aired weekly from Houston from Varsity Matinee in the Emerald Room of the Shamrock Hotel through the facilities of KXYZ. Beginning on March 12, the last half of the regular Sunday afternoon event was broadcast over KXYZ from 3:30 to 4:00 p.m. Bandleader Henry King featured three or four young entertainers from the audience, along with his regular dance music. Auditions for the program are held in the Shamrock Room for youngsters wanting to appear on the Sunday broadcast. The entertainers will include instrumentalists, singers, comics and other entertainers, including dancers. Henry King will emcee the show and Bill Frey will be the announcer.

Red Stagg Fertilizer (leaf-mold product) has begun a weekly series of gardening talks over three Texas State Network stations, KTHT, Houston; KFJZ, Fort Worth, and KABC, San Antonio, in Sunday morning series of programs titled "Garden Club of the Air," featuring Mrs. Ralph Conselyea, noted gardening authority.

A thirty-minute broadcast from Dallas' celebration for Southern Methodist University's 35th Founders Day, March 24 was aired over KRLD, Dallas, and major portion of Texas State web, 8:30-9 p.m.

Neck-and-Neck!

In the rich Pittsburgh market-area, there's a neck-and-neck race for *second* place in the latest Hooper area coverage index. Why second place? **Because first place, in all six daily rated periods, goes to KDKA..** the station whose broadcast services find unusual acceptance throughout more than 100 BMB counties. This *outstanding acceptance of a single station* makes KDKA your obvious buy in this important market. Check KDKA or Free & Peters.

KDKA PITTSBURGH
50,000 WATTS
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

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\$97.20 - Plus Tax

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Common Carrier

TRANSOCEAN AIR LINES



CBS Station Ups Summer Radio Rates

(Continued from Page 1)
10 to 10:15 p.m. slot. The rate for Class A remained the same at \$600. Class B from 10:15 to 10:30 p.m. stayed at \$400 an hour, but lost the two periods to Class A.

Class C, from 8 a.m. to 6 p.m., was boosted from \$300 an hour to \$360 an hour while Class D, from 7 to 8 a.m. and 10:30 to 11 p.m. was raised from

Another Instance

Action of WCCO is the second instance in recent weeks where a network affiliate increased its daytime rate schedule. WFIL, ABC affiliate in Philadelphia, recently increased its daytime rates but at the same time reduced the nighttime charges. WCCO made the daytime hike without altering the nighttime rates.

\$240 an hour to \$300. Class E, from 6:30 to 7 a.m., went from \$180 an hour to \$240.

The station will put the new rates into effect on May 1, but advertisers under contract at that time may elect to continue on the old rates for six months.

In a special summertime pitch, WCCO has published a booklet titled "Send Your Sales Up With The Temperature."

Included are list of advertisers on Twin Cities newspapers, lists of successful summer advertisers on the station, local advertisers not on WCCO, magazine advertisers not on the station and those on it, national spot prospects, program availabilities, and comparative BMB survey figures on WCCO and other stations.

Plan Roosevelt Documentary

A dramatic documentary commemorating the fifth anniversary of the death of the late President Roosevelt hits the WNYC, New York, airwaves today at 8:30 a.m. Titled, "The World Stood Still," the 25 min. program is written and produced by Lyon Weir, and directed by Jerry Brownstone.

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By SID WHITE

Man About Manhattan...!

● ● ● **WHAT'S NEWS:** Our H'wood correspondent reports that Howard Hughes has made a definite offer to Edw. Noble for the purchase of the ABC web. In New York, the network execs. refuse to comment. . . . NAB insiders predict that Wayne Coy, chairman of the FCC, will attempt to take himself off the hook with NAB'ers by saying some nice things about radio at next week's convention. (Coy virtually wrote off AM broadcasting at the last NAB convention and suggested that one and all get on the TV bandwagon). . . . American Airlines report heavy reservations this week-end by broadcasters who are Chicago-bound. Ditto Twentieth-Century. . . . New York wrestling promoters closely watching effects of the TV ban on So. Calif. matches. To date, ban has increased attendance. . . . Henny Youngman, who's murdering them at the Paramount, sez he's been married 21 years and is still in love with the same gal. "If my wife ever finds out about it, she'll kill me," he adds.



Pome: The stuff of Ed and Pegeen FitzG

Makes the kinda show for you and me.

. . . .Irv Cahn



● ● ● **ONCE OVER LIGHTLY:** Even the best of them fluff. "Mr. I. Magination" had P. T. Barnum alive in 1642 on last Sunday's show, while Clifton Fadiman introduced Geo. S. Kaufman last Sunday as being on the right whereas he was on the left, facing the viewing audience. . . . On the praiseworthy side, acting in Philco's "Dirty Eddle" was incomparable: show hilarious. . . . Ad-lib interviewing of Dan Seymour on "We the People" behind-the-scenes circus show last week ranked with the greatest ever on television. Program, too, was extraordinary, demonstrating that you can always score if you are on top of events which reflect true public interest. . . . Connie Mack and Cy Young, incidentally, will be on "We the People" this week. Some ball clubs could use the 83-year-old Cy Young even now. A guy who pitched and won 511 games in his career should have a few triumphs left in his system. . . . We didn't think that Sid Caesar's contribution was up to snuff last Sat. The sad truth is that however wonderful the comedian (and nobody can top Caesar on television today) any performer, we repeat, is only as good as his material. And the material cannot keep an even level week after week. The brain trusts of the business will have to solve this problem eventually.



● ● ● Everett Parker, dynamic young director of the Protestant Radio Commission, whose religious radio shows have won most of the worthwhile radio awards, has done it again. Now stepping into the video field, Parker this week unveiled a TV puppet film—first of a series of 13—that drew cheers from a preview audience. Parker's puppets enact Bible stories and their "acting" is little short of sensational.



● ● ● **SMALL TALK:** Our boy, Sid Paul, demonstrated some high-grade 'doubling' Monday nite on "Murder by Experts," via Mutual (written & directed by Dave Kogan). Sid played a cold, relentless cop and then doubled into a very dignified bank president. . . . Jim Boles playing the male lead in "The Romantic Young Lady," the E.L.T. show playing at the Lenox Hill this week-end. . . . Rudy Vallee, a real click at the Roosevelt with a smart, well-presented act, plugged both NBC and CBS in his material. He's on Mutual daily, in case he forgot. . . . Because of the pressure of other commitments, Ben Grauer has bowed out of Tues. nite "Ben Grauer Show" as of last nite.

Engstrom, Cosgrove Chapin Talk Color-T

(Continued from Page 1)

his company would voluntarily begin putting adapters into sets make them convertible to CBS color and compatible for the reception of CBS color in black and white. also would not try to say what company's attitude would be if the FCC took steps to compel manufacturers to put adapters in black and white sets hereafter.

FCC Attorney Harry Plotkin said the FCC needed such information help it reach a decision, since it would be useless for it to adopt a non-compatible system (CBS) and then be frustrated by the manufacturers.

Cosgrove Non-Committal

RMA President Raymond C. Cosgrove said he could not predict whether RMA members would do if color standards should be adopted. He was also unwilling to say whether RMA would retain the service of a public relations counsellor to help make the public ready for color. Selva & Lee, retained by RMA to help set its campaign against early introduction of color standards, is drawing \$3,500 monthly, Cosgrove said.

The RMA president was followed to the stand by the FCC laboratory chief, E. W. Chapin, who presented laboratory findings on the various color receivers. Chapin warned that oscillator radiation problems will probably be intensified as TV moves into the UHF.

He said that "the economics are such as to tempt manufacturers to build cheaper and cheaper receivers without regard to the interference they may cause by oscillator radiation. It is especially unfortunate that the oscillator radiation causes the interference to somebody else's receiver and does not degrade the performance of the offender."

Chapin was not impressed by the CTI color pictures as received on monochrome sets at the FCC lab. They were "so degraded," that "there is serious doubt whether the system is either compatible or adaptable," he said.

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TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, April 12, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV CIRCULATION TOPS NAT. MAGS

TELE TOPICS

NBC-TV and the Esso Company have come up with a smash comedy program in "The Alan Young Show," which premiered last Thursday evening over the Columbia network. As a radio comedian, Young never quite lived up to his early promise; but introduced quietly into video shows to full advantage as a hapless and wistful character with whom the viewing audience immediately feels an affinity. A highlight of the new program is that Young dominates the action throughout with musical and vocal numbers being used only to bridge his skits. The debut program was well written and directed and was expertly filmed. If succeeding programs live up to the standards that the first one set, "The Alan Young Show" certainly should be around for sometime to come.

BY WAY of additional comment on the Bob Hope debut program over NBC-TV on Sunday afternoon it should be noted that Beatrice Lillie was particularly good as she employed several of her time-tested Broadway revue skits including the now legendary "two dozen double damask napkin" routine. And it is to producer Max Liebman that credit must go for presenting a perfectly balanced hour-and-a-half of top video entertainment. . . . First rate were the antics of Messrs. Ken Murray, Milton Berle and Robert Q. Lewis as they subbed for Ed Sullivan on Sunday night. . . . Molly Goldberg has been packed by Paramount to star in a film, "The Rise of the Goldbergs." . . . "Telefax News," WOR-TV's video newspaper, has been extended to a full hour nightly in the 11 to midnight time slot. . . . CBS is auditioning a new video package entitled "Grab Bag Jones." Show is about—of all things—skimoos! . . . Columbia, incidentally, auditioned the new Bert Lahr show last night.

KEKE MANNERS debuts on video April 12 with a two-hour, four-times-a-week program with a group of participating sponsors. First to ink a contract is Apperell. . . . The cancellation Monday night of the Robert Montgomery Show due to labor difficulties once again underlines the fact that one of video's major problems, which will probably grow with the medium, is the problem of labor jurisdiction. . . . The Keystone Auto Club has begun sponsorship of a series of ten-minute programs entitled "Let's Go" on Sunday evenings. . . . Madison Avenue marties talk is that the recent rise in Ken Murray's national TV rating is only the start of the bite into NBC-TV's Saturday night rating monopoly. . . . Tony Pastor guests with the Kirby Stone Quintet (that's five, boys) tonight.

Notre Dame Games To DuM Web Again

For the second successive year, the DuMont video network has gained exclusive rights to televise all Notre Dame home football games for the 1950 season, it was announced yesterday by Mortimer W. Loewi, network director. DuMont also gained rights to televise pre and post game activities including such collegiate perennials as rallies, alumni meetings, gridiron club gatherings and other connected events.

Loewi said the contract has been negotiated at a series of conferences between Leslie G. Arries, the web's sports director, and the Rev. John Cavanaugh, and Rev. Theodore M. Hesburgh, the university's president and executive vice-president, respectively.

Father Hesburgh said prior to the conferences that Notre Dame wanted "to make our rights available exclusively to the network that has the best coverage, the best programming and the best bid."

Games scheduled to be played at South Bend by Notre Dame during the 1950 season include North Carolina, Purdue, Michigan State, Navy (at Cleveland) and Pittsburgh.

Twenty-one DuMont affiliated stations carried last season's games. More are expected to handle this year's.

Bobby Benson Bows As WOR-TV Video Feature

"Bobby Benson and the B-Bar-B Riders," a Mutual radio feature, bows as a television production over WOR-TV on Tuesday, April 18, in the 7 to 7:30 p.m. time slot, it was announced yesterday. Herb Rice

SDG Signs

Hollywood—Directors and assistant directors at KTLA, Paramount's video outlet here, have chosen the Screen Directors Guild of America to represent them. The KTLA men voted unanimously to go over to the SDGA after a meeting attended by a majority of local TV directors.

Announcements from megaphone men of other video stations regarding a switch are expected shortly.

NABET Labor Dispute Forces Show Erasure

(Continued from Page 1) scheduled at 9 p.m. (EST), the time the program should have gone on the air. The announcement explained the cause of the cancellation but emphasized the fact that the dispute in no way involved either Montgomery or his sponsor, the American Tobacco Company.

The dispute, according to a network statement evolved around the question of who should give instructions to the technicians present on the set.

The program scheduled for presentation was an adaptation of Thornton Wilder's "Our Town," with Burgess Meredith in the leading role. The program will be presented next Monday, jurisdictional settlement permitting.

will produce and the show will be directed by Bob Novak and Hal Cranton. Pete Dixon will collaborate with Cranton on the script and no sponsor has yet been announced.

NBC-TV Announces Signing Of Saturday Night Sponsors

(Continued from Page 1) take a summer hiatus starting May 20, to return in the fall. NBC also announced the signing of the Magnavox Corporation as sponsor of the 9 to 9:30 p.m. (EST) portion of the Saturday night revue starting April 15. In other new business the network announced that a new "Hopalong Cassidy" film series will be telecast over the web starting April 16 under sponsorship of General Foods. The

General Foods deal, however, is not applicable in the New York market where "Hopalong" will continue under sponsorship of Silvercup until the Spring of 1951. The General Foods order was for 52 weeks.

NBC-TV also announced that the Admiral Corporation has extended the 26-week contract of "Lights Out" for an additional eight weeks with options. The extension is effective May 8.

Bonus Viewer TV Strongest Point, Says Weaver

Pittsburgh—Television's circulation now surpasses the circulation of major magazines in the United States in the number reached, Sylvester "Pat" Weaver, NBC-TV vice-president, yesterday told the Pittsburgh Advertising Club. Weaver said that the new medium's "amazingly rapid growth" was responsible for this phenomena.

Television, said Weaver, is always ahead of the many predictions that are constantly being made regarding its future. "In the major markets, the number of television sets available are considerably in excess of the circulation of any major magazine in the same market," he asserted.

He said that video offers advertisers a "tremendous" bonus circulation and asserted that TV is currently available in three out of every five families in the nation. He pointed out that of the 20 million viewers who watched television attractions over NBC in February of this year, "nearly half actually did not own their own sets," but watched video programs at the homes of friends or in public places. This situation, he continued, represents a "highly productive" market for advertising.

Weaver asserted that general TV circulation figures are "considerably higher in audience reached regularly than any individual rating will show." He alleged that cumulative audience habit studies reveal that individual ratings range "anywhere from only one-half to one-third of the actual total number of people who watch a program regularly."

Para. Not In Control Of DuMont, FCC Told

Washington Bureau of RADIO DAILY
Washington—The Allen B. DuMont Laboratories, in a statement made public yesterday by the FCC, reasserted that the company is not and never has been controlled by Paramount Pictures. Therefore, said DuMont, it is not and has not been an anti-trust defendant, and would not be affected should the FCC adopt a uniform policy with regard to applicants who have records of anti-trust violation.

The statement was filed in connection with the April 24 hearing on the advisability of adopting a uniform policy. Other statements have been filed by major motion picture companies, as well as NAB, CBS, Yankee, Westinghouse and others.

NAB Advance Guard Arriving In Chicago

(Continued from Page 1)
hand for the three-day conference which will precede the annual Management Conference of the broadcasters.

Interest yesterday centered in the installation of heavy radio and TV equipment in the Exposition Hall of the hotel. These exhibits include radio and TV transmitting equipment, studio installations and other equipment used in broadcasting.

Among the exhibitors on hand yesterday were representatives of the Andrew Corporation, Broadcast Advertising Bureau, Broadcast Music, Inc., Collins Radio Company, The Daven Company, Allen B. DuMont Laboratories, Federal Telecommunication Laboratories Division, Federal Telephone and Radio Corporation, Gates Radio Company, General Electric Company, General Precision Laboratory and Radio Corporation of America, Engineering Products Department.

Fifth Floor Activity

On the fifth floor of the hotel another group of installation men were at work putting exhibits in order for both the Engineering and Management conferences. The exhibitors who have taken space on the fifth floor include: Altec Lansing Corporation, Amperex Electronic Corp., Ampex Electric Corporation, Capitol Records, Inc. Broadcast Division, Columbia Transcriptions, Bruce Eells & Associates, Federal Telephone and Radio Corporation, Harry S. Goodman Radio & Television Productions, Gray Research & Development Company, Graybar Electric Company, International News Service, Keystone Broadcasting System, Lang-Worth Feature Programs, London Library Service, C. P. MacGregor Electrical Transcriptions, Machlett Laboratories, Magnecord, Inc. McIntosh Engineering Laboratories, Charles Michelson, Inc., Presto Recording Corporation, Radio Corporation of America Engineering Products Department, RCA Recorded Program Services, Raytheon Manufacturing Company, SESAC, Standard Radio Transcription Services, Westinghouse Electric Corporation, World Broadcasting System and Frederic W. Ziv Company.

Arney Optimistic

C. E. Arney, secretary-treasurer of NAB, is rounding out his third week of preparations for the convention. Yesterday he forecast that the combined attendance of the engineering and management conferences might reach 3,000 and that he was already sold out for the annual banquet which will be held Tuesday night.

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WINDY CITY WORDAGE

By HERB KRAUS

● ● ● J. Carrol Naish and Cy Howard, star and producer respectively of the highly-rated "Life with Luigi" program over CBS, entertained various segments of the press last Thursday at the Ambassador and kept the group in stitches with their unrehearsed and definitely un-broadcastable remarks. They were on their way to Milwaukee, Howard's home, for the

Chicago

dedication of the 15,000-seat Arena in Beertown, where the Tuesday show was to be broadcast. . . . While in the Windy City, Naish appeared in costume on several TV shows including the Bob Elson-Roy Topper Five Star Final over WBKB. . . . Incidentally, Naish, who portrays an immigrant Italian in Chicago in a refreshing and inoffensive manner, is Irish. . . . Descended from the Phoenicians, he maintains.

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● ● ● WBBM is the only Chicago network radio station which has gained both day and night audiences since 1946, according to BMB. . . . The State of Illinois has a very successful and informative radio series called "Know Your Illinois," which is transcribed free to any Illinois stations which want it. Chicago outlets usually include WBBM, WJJD, WMOR, and WFJL. . . . Although a group of local Negro citizens recently protested to various radio stations concerning the Al Benson type jump and be-bop shows which have been beamed to the South Side for many years, this type of program seems to stay for awhile. Walter Spritz, veepee of Bond TV, who formerly sponsored Benson when he sold autos as "The Angel of Broadway," says: "We discovered that swing, jazz, and be-bop music appeals to the 21 to 31 age group and the same group spends about ten times more on luxury items than any other." Bond TV is planning a huge sales force of Negroes and whites, including models and demonstrators of both races.

☆ ☆ ☆ ☆

● ● ● WGN-TV is beaming its morning programs toward the housewife, to compete with the Paul Gibson type shows which seem to be popping up all over. . . . Beginning last Monday at 10.00 a.m., The Tom Wallace show, Chicago Cooks with Barbara Barkley, Adventures in Sewing, Individually Yours, Dr. Theodore Van Dellen's Health Talk, and several more will be seen. The afternoon hiatus will be filled by baseball, of course.

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● ● ● Another clinic comes to TV—this time an animal clinic. It is being viewed over WENR-TV Saturday at 4:15 p.m. Dr. Wesley A. Young, head of the Chicago Anti-Cruelty Society, and his daughter, will team up to bring you the latest woes in the lives of our infra-human neighbors. First week spotlighted a tearful boy whose puppy lost a tooth. The dogs-with-problems show is being produced by Louis Cowan, whose stable includes "The Pet Shop" and "The Quiz Kids." . . . Jim Ameche will sell cars for Supreme Motors on the new WBKB variety hodge-podge, "Follow The Fun," initiating today. . . . Special attraction will be shapely models who will drive the shapely cars right into video range. . . . The Quiz Kids celebrated their 500th broadcast Easter Sunday. . . . Don McNeil's Breakfast Club marks its 5000th broadcast April 21. . . . Both are going mighty strong.

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● ● ● Leonard C. Truesdell has been elected veepee in charge of household radio by Zenith Radio Corp. . . . Judith Waller, NBC Chicago head of public affairs and education, a guest at the annual dinner party of the Women's Nat'l Press Club in Washington Saturday. . . . Jack Ryan, NBC local press chief, will host a press party for Bill "Life of Riley" Bendix at the Ambassador tomorrow. . . . One of the most refreshing and informal interviews this year occurred Tuesday, April 4, when Tommy Bartlett wandered into Jay Trompeter's "Rush Hour" over WMOR.

Re-elect ABC Board; Also Rename Officers

(Continued from Page 1)
the stockholders for another term are: Earl E. Anderson, Alger Chapman, Robert H. Hinckley, Nicholas Priaulx, Franklin S. Wood, Owen D. Young, and William Zecendorf. Anderson, Hinckley and Priaulx will also serve as vice presidents.

Other officers of the company elected but not on the board are: Charles Barry, Murray Grabhorst, Ernest L. Jahneke, Ivor Kenward, Frank Marx, John H. Norton, Robert Saudek, Frank Samuels, Frank Thrower, Jr., Thomas Velotta and Paul Whiteman—all vice-presidents; Joseph A. McDonald, v-p, secretary and general attorney; Ernest Feland and Anthony Hennig, assistant treasurers; Walter C. Tepper, controller; and Geraldine B. Zorbaug, assistant general attorney and assistant secretary. Priaulx is also treasurer.

Pulse New York Ratings Has CBS Leading Field

(Continued from Page 1)
work in the top ten shows. In the evening hours, CBS held eight spots while ABC and NBC took one each. CBS had all ten places in the daylight hours.

On top at night was Jack Benny at 18.7 with Lux Radio Theater at 18.0, second. Godfrey's Talent Scouts were third at 15.0 with Walter Winchell on ABC at 14.0 and Amos 'n' Andy at 13.7 following. Other placing were: You Bet Your Life at 13.3; Suspense, 13.0; Bob Hope on NBC at 12.9; My Friend Irma at 12.8 and Inner Sanctum at 12.0.

Daytime shows, all CBS, were led by Arthur Godfrey with 10.1, Grand Slam at 8.0; Our Gal Sunday at 7.8; Helen Trent at 7.8; Rosemary at 7.7; Aunt Jenny at 7.6; Big Sister at 7.5; Ma Perkins at 7.3; Young Dr. Malone at 7.3; and Wendy Warren at 7.1 filled out the list.

Report 'This Is Your Life' Will Move, NBC To CBS

(Continued from Page 1)
on Tuesday, May 9 in the 9:30 to 10:00 p.m. slot. Philip Morris, which was reported to be dropping the program, will remain as sponsor of CBS, it was understood.

Edwards is expected to retain his Truth or Consequences program over NBC.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 9

NEW YORK, THURSDAY, APRIL 13, 1950

TEN CENTS

JUSTICE DEPARTMENT RULES ON FCC

Austin To Address NAB Chicago Convention

Romulo Replaced As Key Speaker At Confab

Chicago — Warren Austin, permanent U. S. representative to the United Nations, will deliver the major address at the National Association of Broadcasters' Convention Monday at 1:30 p. m. in the Eighth Street Theater, in place of Carlos Romulo, head of the Philippine delegation
(Continued on Page 6)

Sen. Group Kills Bill Hitting Liquor Advtg.

Washington Bureau of RADIO DAILY
Washington — The Senate Interstate Commerce Committee yesterday killed the Langer bill to prohibit advertising of liquor on the air or by other media in interstate commerce. The vote was 6-3.
Chairman Edwin C. Johnson also called upon the Senate yesterday to reject the reorganization plan for
(Continued on Page 5)

Spencer, Krim, Leathem Promoted By Raytheon

Promotion of three officers of the Raytheon Manufacturing Company was announced yesterday by Chas. F. Adams, Jr., president. Percy L. Spencer was named vice-president in charge of the power tube division
(Continued on Page 2)

Subsidized TV

Montreal—A suggestion that the Canadian government establish a program producing center in Montreal and Toronto for video and allow private stations to operate there, has been made by S. M. Finlayson, general manager of the Canadian Marconi Company. Finlayson says it will take some 50 transmitting stations and 7,000 miles of wiring for relays to cover Canada with tele and he emphasized that private operation would serve the community most effectively.

Finlayson would, however, have the government subsidize stations in Halifax, Winnipeg, Ottawa and Vancouver.

Commission Must Consider History Of Applicant

Washington Bureau of RADIO DAILY

Washington—If the FCC is to properly discharge its obligation to guard the public interest, it must give serious consideration to the previous record of broadcast applicants who have run afoul of the anti-trust laws, the Department of Justice told the FCC this week. A memo from An-

(Continued on Page 8)

Catholic Charities Starts Radio Drive

Radio and television support of the 31st Annual Appeal of New York Catholic Charities opening Sunday, April 23 has been scheduled for the week preceding and during the drive. Featured event is a talk to be delivered by His Eminence Francis Cardinal Spellman over WOR from 6:15 to 6:30 p.m. on the eve of the campaign, Saturday, April 22.

Other programs spotlighting the drive include: the Sammy Kaye
(Continued on Page 2)

ABC In Black During First Quarter Of 1950

ABC operated in the black during the first quarter of 1950, according to a report made to the web's board of directors by Edward J. Noble, chairman. He said that the network showed a loss of \$64,000 during a comparable period in 1948, but that increasing television revenue brought the overall operation into the black during the first three months of this year.

Noble said the company's five video outlets still are losing money, al-

(Continued on Page 5)

Riddell Named President Of WXYZ, Inc. By Kintner

James G. Riddell has been named president of WXYZ, Inc. in Detroit, Robert E. Kintner, ABC president announced yesterday. Riddell has served as general manager of the AIBC-owned station since 1946 when it was purchased from the King-

(Continued on Page 2)

Illinois Station Assumes Election Editorial Stand

Pekin, Illinois—A stand against the candidacy of a nominee for county judge has been taken by WSIV, thus utilizing the editorial prerogative granted stations last year by the FCC. The station charged that Clifford E. Schmidgall had used

(Continued on Page 5)

Paramount Elects 2 New DuM Directors

Paramount Pictures Corporation, holder of all outstanding Class B stock in the Allen B. DuMont Laboratories, Inc., has elected Barney Balaban, president of Paramount Pictures Corporation, and Edwin L. Weisl, member of Simpson, Thacher and Bartlett, general counsel for Paramount Pictures Corporation, to

(Continued on Page 7)

Decca Sales Stay Level But Earnings Increasing

Decca Records' sales for the first quarter of 1950 were almost the same as sales for the same period of 1949, Milton R. Rackmill, president of the company, reported at an-

(Continued on Page 2)

Eight Even-Numbered AWB District Chairmen Named

Washington Bureau of RADIO DAILY

Washington—Eight women broadcasters have been elected district chairmen of the Association of Women Broadcasters, the National Association of Broadcasters, parent organization of AWB, announced yesterday. The chairmen were elected for the eight even-numbered districts of NAB and AWB, following a pattern to choose chairmen of

even-numbered districts in even years and odd districts in odd years.

Doris Corwith, director of talks and religious broadcasts for WNBC was chosen from district two covering New York and New Jersey while in district four in Washington, Virginia, West Virginia, North and South Carolina, Alice Brewer White, director of women's activities
(Continued on Page 5)

Kaltenborn Speaks

An address by NBC's H. V. Kaltenborn will highlight the 1950 Institute for Education by Radio to be held in Columbus, May 4 thru 7. It has been announced. Kaltenborn is scheduled to deliver the principal speech at the traditional Institute dinner on May 7, when the IER formally marks the twentieth anniversary of the Institute's organization.

Israel Anniversary

The second anniversary of the State of Israel will be commemorated by a special half-hour broadcast, Israel—Year II, to be heard over CBS, Sunday, April 23 from 5 to 5:30 p.m. (EST). Journalist Quentin Reynolds will be starred on the program which will present highlights of the state's struggle during the first two years.



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MARVIN KIRSCH : Business Manager

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FINANCIAL

(April 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 3/8	12 3/4	13	+ 1/4
Admiral Corp.	31 1/2	31	31 3/8	+ 3/8
Am. Tel. & Tel.	155 7/8	154 7/8	155 3/4	+ 7/8
CBS A	36 7/8	36 1/2	36 3/4	+ 1/4
CBS B	36 1/4	36	36 1/4
Philco	45 7/8	44 7/8	45 3/4	+ 3/4
RCA 1st pfd.	79 1/4	78 1/2	79 1/4	+ 1 1/4
Stewart-Warner	15 7/8	15 5/8	15 5/8	+ 1/8
Westinghouse	34 1/2	33 3/8	34	+ 3/8
Zenith Radio	66	64	66	+ 1 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21 3/4	21 3/8	21 3/4	+ 3/4
Nat. Union Radio	3 7/8	3 3/4	3 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 1/8	23 1/8
Stromberg-Carlson	15 1/2	17

Mrs. Roosevelt To Speak

Mrs. Eleanor Roosevelt will be the second speaker on WNEW's I Speak for Peace series, this Sunday, April 16 from 5 to 5:30 p.m. Frederic March, star of stage and screen, will make the introduction.

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★ COMING AND GOING ★

BING CROSBY sails today aboard the Queen Elizabeth for Europe.

THE MARINERS QUARTET, featured on Arthur Godfrey's radio and television programs over CBS, are in South Bend, Ind., making a three-day personal appearance at the Shrine Club Charity Show for the Cerebral Palsy Center.

RICHARD A. WILSON, vice-president of Muzak's transcription division, and EDWARD G. ROGERS, newly-appointed director of sales, are on a midwest business trip en route to the NAB convention.

RAYMOND F. GUY, director of radio and allocations engineering at NBC and president of the Institute of Radio Engineers, left last night for the NAB convention in Chicago, where he'll speak on UHF and participate in the FCC Round Table.

MARGARET CUTHBERT, supervisor of public affairs at NBC, is vacationing this week at Buck Hill Falls, Pa.

BETTY WHITE, honeymoon consultant, has left for radio guest appearances in Baltimore and Washington, D. C.

EDWARD T. NETTLETON, travel director of the Charles W. Hoyt Advertising Agency, has left New York via Royal Dutch Airlines on a business trip to Holland, Cuba, Brazil, Uruguay, Argentina, Chile and Dutch Guiana.

PHIL ALAMPI, farm news editor for WJZ, today is in Boston attending the meeting of the Agricultural College Editors.

STANLEY HALPERIN, sales vice-president of Roberts & Carr Productions, is in Washington, D. C., seeking radio and television rights to official police records.

MAURICE J. McGARRY, program director of WBEC, Pittsfield, Mass., is spending this week in New York.

LARRY LESUEUR, United Nations correspondent for CBS, has returned from Columbus, Ohio, where he addressed the 12-state delegation of the Farm Bureau Mutual Insurance Co. representatives.

CHARLES UNDERHILL, director of programs in the television division of CBS, this week was in Baltimore to address the video class at Johns Hopkins University.

Spencer, Krim, Leathem Promoted By Raytheon

(Continued from Page 1)

sion; Norman B. Krim was given the post of vice-president in charge of the receiving tube division and Ernest F. Leathem was appointed assistant to the president.

Spencer, who first joined Raytheon in 1925, has served as assistant vice-president since 1948. Krim was also made an assistant vice-president in 1948 and has worked in various capacities in engineering and sales since coming to the company in 1935. Leathem has been with the company since July, 1947 and was assistant vice-president since January, 1948.

Riddell Named President Of WXYZ, Inc. By Kintner

(Continued from Page 1)

Trendle Broadcasting Corporation. He served with the latter previously. WXYZ, Inc. operates WXYZ, WXYZ-FM and WXYZ-TV.

WXGI To Carry Ball Games Of N. Y. Giants

Richmond, Va.—All New York Giants baseball games will be carried by WXGI this year, the station has announced. The deal, marking the first time that Richmond has had major league baseball broadcasts on a regular basis, was set through The Eastern Baseball Network.

Luella Engel New WFPB Farm Director

Middletown, Ohio—Luella Engel has been appointed WFPB farm director, according to Paul F. Braden, station owner. In radio since 1935, Miss Engel is well-known throughout the state, having served five years as farm director with neighboring Mutual stations.

Decca Sales Stay Level But Earnings Increasing

(Continued from Page 1)

annual meeting on Tuesday. Earnings however, are expected to be higher because of operating economies put into effect, Rackmill added. Net earnings for the first quarter last year were \$280,098, or 36 cents a share.

Catholic Charities Starts Radio Drive

(Continued from Page 1)

show over WOR, Saturday, April 15 from 9 to 9:30 p.m. when John A. Coleman, executive chairman of the special gifts committee of the Cardinal's Committee of the Laity, will speak; the Hollywood Celebrities show on WNBC on Thursday, April 20 from 7:30 to 8 p.m. when Bing Crosby, Joan Leslie, Fred Allen, Ann Blyth, Bob Hope, Jimmy Durante and Harry Von Zell will answer the query "What is Charity?"; and the Eddie Dowling "On Stage" program over WJZ at 10:30 p.m.; Thursday, April 20 with Broadway stars taking part.

Mary Margaret McBride will interview Catholic Charities personnel over WNBC on Tuesday, April 18 in another presentation.

Also, Mayor William O'Dwyer will speak over WNYC on Friday, April 21 from 6 to 6:30 p.m.

WMGM's Sam Taub will have an interview on Saturday, April 15 from 12:30 to 1 p.m. while WFUV-FM, WQXR and WLNA will run special entertainment shows for the drive. WAED-TV and WPIX will carry chapel programs.

Spot announcements on radio and tele have been running since the first week in April and these will continue until May 3.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will gladly give you all the dope.

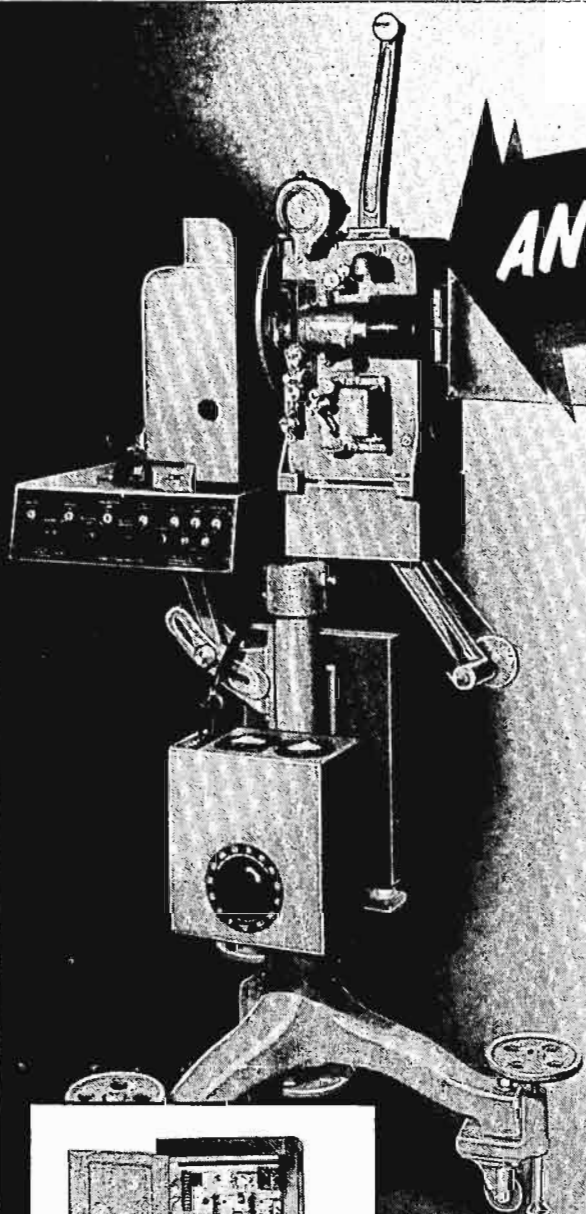


W-I-T-H

BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

ANOTHER DUMONT FIRST!

The New Du Mont-Holmes SUPERSPEED Projector



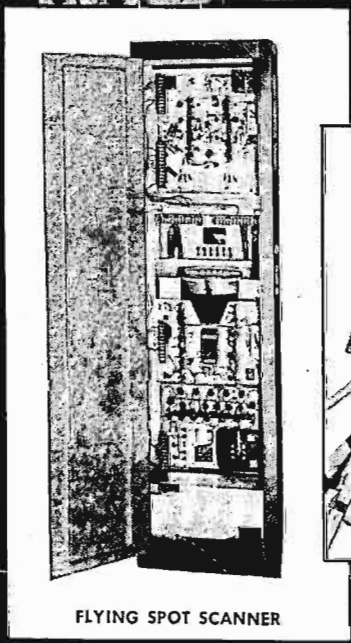
◆ Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

◆ **DIRECT FILM PROJECTOR**

Used with a Du Mont Special Image-Orthicon film pickup to give *studio clarity* to movies and teletranscriptions.

◆ **BACKGROUND PROJECTOR**

Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.



FLYING SPOT SCANNER

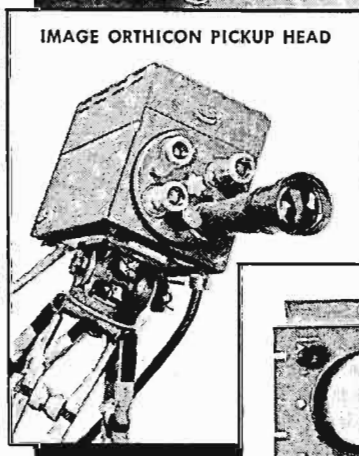
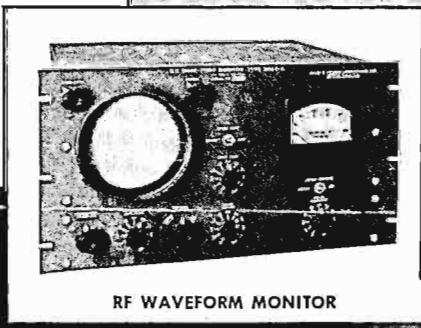
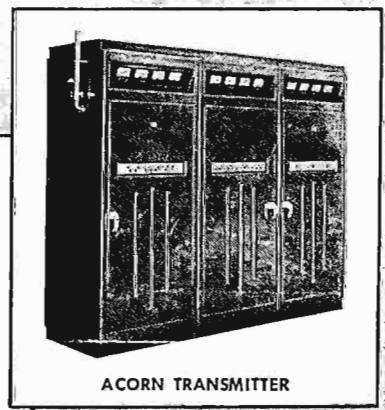


IMAGE ORTHICON PICKUP HEAD



RF WAVEFORM MONITOR



ACORN TRANSMITTER

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

© ALLEN B. DU MONT
LABORATORIES, INC.

DUMONT

First with the Finest in Television

DU MONT ELECTRIC

PROMOTION

Neighborly

"Meet Your Neighbor," a program celebrating its first anniversary on KVOE, Santa Ana, California, has proved to be a substantial boost in station good will. Each week the program has originated in a different business, industry, or organization by means of KVOE's mobile unit. As an unrehearsed ad-lib show, "Meet Your Neighbor" is a combination of man-on-the-street, public service, and prolonged commercial. During the past year, some of the shows originated from: an airplane over the county, a deep sea fishing boat off the coast, a potato chip factory, the office of the Santa Ana Chief of Police, the fire department, a chinchilla ranch, many retail establishments, the Fair grounds, and the new plant of the Santa Ana Register. As a result of the regular Wed. night broadcasts, dozens of business and professional firms have gained new recognition, and townspeople have become better acquainted.

Emphasis On Spots

KFRO, Longview, Texas, has found a simple, inexpensive method of increasing both the popularity of the station and the sale of advertised products. Formerly disillusioned by the knowledge that copies of spot commercials furnished to clients often went completely unnoticed, KFRO has promoted new interest by adorning their clients' copies with paper stickers in the shape of a pointing "hand" and trimmed in bright red. On the sticker is printed: "Get more sales! Please put this on your bulletin board so that your sales staff may know. Station KFRO-1370. . . . Longview, Texas." By thus encouraging store clerks to push advertised products, both clerks and customers have become more conscious of KFRO advertising.

Summertime Pitch

A special effort to sell summertime radio has been started by WCCO in Minneapolis, Minnesota. A booklet published by the station and sent to prospective buyers and agencies is titled "Send Your Sales Up With The Temperature" and contains an unusual assortment of facts.

WMGY Spot Reports

Montgomery, Ala.—A daily broadcast of the spot markets will be given by WMGY each noon Monday through Friday, beginning April 17, sponsored by the Montgomery Live-stock Exchange.

SPECIAL SOUND EFFECTS!

Instruments and special effects for your jingles and limericks. Everything from a bird call to a wolf whistle. For sale or rental. We service all major networks. Write, wire or phone:

CARROLL DRUM SERVICE

339 W. 43rd St., New York 18, N. Y.
Columbus 5-4922



By SID WHITE

Man About Manhattan. . . !

● ● ● THERE'S "HOPE" FOR TELEVISION: The long awaited, much talked about, widely heralded debut of Bob Hope on TV came to pass on Easter Sunday. The verdict is in. Bob Hope is made to order for TV and vice versa. He's been hailed by the critics as the greatest boon yet seen for the new medium. To a man, all those viewing this hour and a half musical comedy-variety show granted that this was not only Bob Hope at his best but television itself at its very finest. Bob Sylvester, for instance, a hardened veteran reporter of the main stem, said: "Bob Hope has done for television what 'The Great Train Robbery' did some 47 years ago for the movie industry." Ben Gross, an important judge of radio and TV for the past 25 years, had this to say: "Bring out the Posies! That's what I feel like doing this morning. For a bunch of them should be presented to all concerned in that 'Star Spangled Revue.' This offering was by far the breeziest and brightest type of show I have seen on television. The big question, of course, is: How was Bob Hope? The answer is 'great.' Telegenic, easy-going and graceful, his personality somewhat subdued yesterday is suited to TV better than radio. From now on Hope is certain to be a big factor in television." More praise was heaped on him by Uncle Nick Kenny. "He holds out new 'hope' for television," enthused Nick. "He is telegenic, humorous and his magnetic personality warms up your living room as if he were there personally. He is easily the top man to video since its inception."

★ ★ ★ ★

● ● ● Someone in describing Bob Hope once said that he embodies humor, humility and heart. And no wonder, for only Hope, coming by screen in person to the millions of homes, would think of saying: "When you lit up the screen you invited all of us into your living room to have Easter with you and your family and, believe me, we appreciate it deeply. It's a great honor, something we're mighty proud of. And tomorrow, when I get home, people are going to ask me what I did on Easter Sunday. And I can say: 'Well, we spent Easter with the family, a big family that believes in the American way of life. Those folks that have never pulled down an iron curtain between their hearts and the Christian ideal called brotherhood of man!'"

★ ★ ★ ★

● ● ● AROUND TOWN: NBC auditioning Lili Palmer for commentary series. . . . Martin Block taped a half-hour interview with Der Bingle and will have it on his stanza tonight. . . . John Roeburt, who used to script for the "Inner Sanctum," which goes off the air on the 17th, has been pacted to write the screenplay, "Saint Benny the Dip," a movie to be filmed in N. Y., starring Dick Haymes, Roland Young, Beatrice Pearson and Allen Jenkins. . . . Buick mulling an hour-long TV'er for the fall. Not with Olsen & Johnson. . . . What gives with the Burns & Allen stanza? . . . Colleen Ward left for Nashville, Tenn., where she'll spend the next 7 or 8 months doing the recordings of the femme lead in the Second Spring shows by Cliff Thomas. Shows are booked on some 63 stations. . . . The Bill Tabbert CBS show will renew in 4 weeks at a later hour than the previous 1:30 slot. . . . Jimmy Powers, the busiest sportscaster in television right now, picks up a third sponsor Monday for his 15-minute daily stanza on WPIX. . . . A H'wood film studio sent this memo to its execs: Executives without secretaries may take advantage of the girls in the stenographic pool. . . . Two package firms have offered Betty Hutton a fabulous fee to emcee a weekly variety program. . . . Burgess Meredith liked the Bob Monroe "High Adventure" script so much he wants Monroe to write a radio-TV series for him. . . . Tommy Dorsey set for a 10-week European tour in Sept.

CHICAGO

By HERB KRAUS

JOE WILSON will begin his fourth year as WBKB baseball sportscaster Friday, when the Cubs open at Wrigley Field. WBKB started televising the Baby Bear games on an intermittent basis in 1946 and since 1947 has telecast them regularly. Chrysler Corporation and Atlas Prager Beer, through Olian Advertising, will alternately sponsor the games.

WMAQ's Elizabeth Hart addresses a dinner meeting of the Elgin chapter, American Association of University Women April 19.

Frank Golder, veteran NBC engineer, became a grandpappy for the first time March 22 when his daughter gave birth to a baby in Aurora.

The press is paging John Meck on the rumor that a manufacturer will bring out a very low priced TV set this summer. . . . Meck predicts that a 10-inch set to sell for less than \$100 will be a reality by summer.

"I. N. S. Newsreel" premiered on WGN-TV yesterday at 6:30 p.m. . . . The films are produced by Telenews in co-operation with INS. The City National Bank and Trust sponsors, with George Hartman Company handling the account.

Some purely personal preferences: Lois Fischer's "Lois and Looie," which debuted over WENR-TV 5:30 p.m. last Saturday. It should blossom into a top kids show. . . . Henry Morgan's big bright spot on NBC Sundays at 5:30. . . . His "We Wuz There" should make CBS turn over in its groove. . . . Edgar R. Murrow's consistently concise and uncompromising comments. . . . WCFL's late night programming.

WCFL presents its annual Radio Frolics tomorrow and Saturday with half of the proceeds to be divided among the cancer, heart, and infantile paralysis funds.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

Night Dist. Leaders Appointed By AWB

(Continued from Page 1)

WTAR and WTAR-TV, Norfolk, Va., was elected.

In district six covering Arkansas, Mississippi, Louisiana and Tennessee, Elizabeth Alford, program director and continuity editor of WRMD, Shreveport, La., was named.

District eight for Michigan and Indiana selected Edythe Fern Melrose, "Lady of Charm," WXYZ and WXYZ-TV, Detroit.

Doris Murphy, women's program director at KMA, Shenandoah, Iowa, was elected in district 10 covering Iowa, Missouri and Nebraska and Ethel Jane King, director of women's activities at KFH, Wichita, was selected in district 12 for Kansas and Oklahoma.

District 14 for Colorado, Idaho, Montana, Utah, Wyoming, New Mexico and part of South Dakota chose Evadna Hammersley, program director of KOA, Denver, and district 16 for Arizona and Southern California, Anita Chester, administrative assistant, public affairs department, KNX, Los Angeles.

Balloting By Mail

Balloting was handled by mail with a committee of three members of the association meeting with NAB president Justin Miller and AWB secretary Bette Doolittle to certify the elected chairmen. Committee members were: Mary Pauline Perry, publicity director and Ruth Crane, director of women's activities for WMAL-TV and WMAL, and Nancy Good, director of women's activities for WRC, both in Washington. The chairmen will take office following the AWB convention, June 1 to 3 in Cleveland.

WJR Receives Award From Amer. Legion Post

Detroit—WJR was presented a distinguished service citation by the Detroit Alger Post of the American Legion, Wednesday night for the station's outstanding support of patriotic projects and Americanism program. The award resolved that the Frederick M. Alger Post No. 86 American Legion highly commends the outstanding contributions to WJR. The award further recognized the many ways WJR served the interests of the fighting forces of the returned service men and women of organized veterans' societies and is continuing to provide entertainment for hospitalized veterans. The citation was accepted by William Siebert, WJR director and secretary-treasurer, at a dinner attended by 200 of the Alger Post.

Illinois Station Assumes Election Editorial Stand

(Continued from Page 1)

"trickery and deception" in gaining advance knowledge of a speech by his opponent over WSIV.

The station said Schmidgall broadcast by transcription an answer to his opponent's speech within a half-hour of the talk. Rebuttals by Schmidgall were also aired by the station three times.

WFBR Staff Changes

Martha Ross, who recently resigned as director of women's programs on WFBR, Baltimore, will be succeeded by Helen Brooks, who was previously a teacher of home economics and home management. A past president of the Women's Advertising Club of Baltimore, Miss Ross is also a well-known member of the Association of Women Broadcasters of the NAB.

ABC In Black During First Quarter Of 1950

(Continued from Page 1)

though they are expected to break even late this year or early in 1951. ABC television gross revenues in the first quarter of 1950 were in the neighborhood of \$750,000, the chairman reported. Last year the gross revenues were only \$50,000.

Commenting on rumors that ABC would be sold, Noble said there were no negotiations taking place.

Toni Company Renews Daytime Serial Program

Toni Company, Chicago, has renewed its sponsorship of the CBS daytime drama, "This Is Nora Drake" for another 52 weeks effective with the program of Monday, May 7. Series is presented Monday through Friday, 2:30-2:45 p.m., EST. Agency is Foote, Cone & Belding.

Sen. Group Kills Bill Hitting Liquor Advtg.

(Continued from Page 1)

the FCC offered last month by the President. He was not available to explain his stand, but it is believed that he felt it centers too much authority over the Commission in the White House, by expanding the power of the chairman.

Unless voted down by Congress, the bill will become law.

Morgan Signed For Film

Henry Morgan has been signed for an important role in "Dark City," Hal Wallis production at Paramount. He will play the part of an prizefighter in the film, which co-stars Wendell Corey, Elizabeth Scott, Viveca Lindfors, Don DeFore and Charleton, Heston.

NIGHTTIME
&
DAYTIME

WOR

HAS THE

LARGEST
SINGLE
STATION
AUDIENCE
IN
AMERICA!

ANIMATION HOUSE, Inc.
 535 Main St. New Rochelle
 N.R. 2-8184 New York
 Finest Television Spot Commercials
 On The Air Currently
 RONSON VICEROY
 PHILCO LEE HATS
 WONDER BREAD KOOLS
 PALMOLIVE

NAB ENGINEERING REGISTRATION

Below is the advance registration list of the NAB Engineering conference which opens today at the Hotel Stevens in Chicago and continues throughout Saturday. The list of engineers represents leaders in both the radio and TV fields who are in Chicago to view the industry exhibits and to participate in panel discussions.

A

Adams, Ernest L., WHIO, Dayton, Ohio.
Adler, Ben, Adler Engineering Co., New Rochelle, N. Y.
Allen, Walter H., KALB, Alexandria, La.
Amoo, Lloyd R., KIOA, Des Moines, Iowa.
Artman, Robert G., KMBC, Kansas City, Mo.

B

Babeock, W. L., RCA Victor, Camden, N. J.
Back, Dr. F. G., Television Zoomar Corp., New York, N. Y.
Bain, D., RCA Victor, Camden, N. J.
Bartlett, F. E., KSO, Des Moines, Iowa.
Bates, Al, KFAB, Omaha, Neb.
Beville, Ross H., WVDC, Washington, D. C.
Bluns, F. D., WLAC, Nashville, Tenn.
Bloom, J. D., WWL, New Orleans, La.
Boundy, Glenn G., WJBK, Birmingham, Mich.
Browning, Elliot A., WTAG, Worcester, Mass.

C

Caldwell, Ken, KCRG, Cedar Rapids, Iowa.
Carlson, Howard C., KAYL, Storm Lake, Iowa.
Cassens, G. J., WLDS, Jacksonville, Ill.
Candle, L. L., Jr., WSOC, Charlotte, N. C.
Chismark, Albert H., WTRY, Troy, N. Y.
Church, Arthur B., KMBC-KFRM, Kansas City, Mo.
Clammer, E. S., RCA Victor, Camden, N. J.
Clarke, Fred C., KAAA, Red Wing, Minn.
Cook, Kenneth H., Kansas City, Mo.

Cooke, Kenneth R., WGHI, Scranton, Pa.
Couchene, Homer, WLS, Chicago, Illinois.
Craven, T. A. M., Craven, Lohnes and Culyer, Washington, D. C.
Cross, Robert, KROC, Rochester, Minnesota.
Curtis, James R., KFRD, Longview, Texas.

D

Dahl, Don, KGVO, Missoula, Montana.
DeWitt, John H., WSM, Nashville, Tenn.
Dierlinger, Frank, WFMJ, Youngstown, Ohio.
Dowdell, John T., WIBX, Utica, N. Y.
Duszak, H., RCA Victor, Camden, N. J.

E

Ebel, A. James, WMBD, Peoria, Ill.
Engle, Sam W., KWBE, Beatrice, Neb.

F

Fallain, Frank D., WFDF, Flint, Mich.
Felts, T. R., WTHI, Terre Haute, Ind.
Fiedler, Leroy F., WKBW, Buffalo, N. Y.
Findley, Lauren K., Collins Radio Company, Cedar Rapids, Iowa.
Fox, Robert A., WGAR, Cleveland, Ohio.
Florence, Herbert C., KDPC, Sausalito, Cal.
Froke, Lester, KFLO, Sioux Falls, S. D.

G

Gardner, Kenneth J., WHAM, Rochester, N. Y.
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington, D. C.
Glanton, Roy, WOW, Omaha, Neb.
Green, John A., Collins Radio Company, Cedar Rapids, Iowa.
Grove, William C., KFBC, Cheyenne, Wyo.

H

Hadlock, W. O., RCA Victor, Camden, N. J.
Hamrick, Wm. H., WWNC, Asheville, N. C.
Hancock, Robert I., KDTH, Dubuque, Iowa.
Harmon, Ralph N., Westinghouse Electric Corp., Washington, D. C.
Hayden, J. Roger, Int'l Derrick & Equipment Co., Columbus, O.
Heidrick, Phil F., WSJS, Winston-Salem, North Carolina

Herold, Joseph, WOW, Omaha, Neb.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.

Hixenbaugh, George P., WMT, Cedar Rapids, Iowa.
Hoffman, Karl B., WGR, Buffalo, N. Y.
Holbrook, R. H., WSB, Atlanta, Ga.
Holsington, Duane W., KAYS, Hays, Kans.
Hopkins, A. R., RCA Victor, Camden, N. J.
Hulick, Henry, Jr., WPTF, Raleigh, N. C.

J

Jackson, A. H., Blaw-Knox Co., Pittsburgh, Pa.

K

Kelley, F. J., WTSP, St. Petersburg, Fla.
Kessler, Robert E., Allen B. DuMont Laboratories, Inc., Clifton, N. J.
Kilpatrick, Leroy, WSAZ, Huntington, W. Va.
Klein, Glen, KAUS, Austin, Minnesota.
Krahl, Kenneth, KMBC-WFRM, Kansas City, Mo.

L

La Marque, J. W., Graybar Electric Co., Inc., New York, N. Y.
Leeman, Alvin, WKRH, La Crosse, Wis.
Lewis, C. M., RCA Victor, Camden, N. J.
Lewis, Louie, WOI, Ames, Iowa.
Leydorf, G. F., WJR, Detroit, Mich.
Lorber, John F., Raytheon Manufacturing Co., Watertown, Mass.

M

Magin, Theodore G., WDAN, Danville, Ill.
Marty, Roland H., KIJV, Huron, So. Dak.
Matliot, J. E., WGAL, Lancaster, Pa.
McCannell, Thane E., Collins Radio Company, Cedar Rapids, Iowa.
McCracken, Art, WFAH, Alliance, Ohio.
Meyers, Walter, WJJD, Chicago, Ill.
Miller, J. A., Lang-Worth Feature Programs, Inc., New York, N. Y.
Minor, M. J., WBT, Charlotte, N. C.
Moler, A. R., KMBC-KFRM, Kansas City, Mo.
Motley, Lyle, WBTM, Danville, Va.

N

Neary, John F., Lehigh Structural Steel Co., New York, N. Y.
Neely, Hal G., Allied Record Manufacturing Co., Hollywood, Calif.
Nelson, Ivar, KFYE, Bismarek, N. Dak.
Nenby, Harold, KAKE, Wichita, Kans.
Nopper, Carlton G., WMAR, Baltimore, Md.

P

Pegler, Jack A., Television Zoomar Corp., New York, N. Y.
Perry, Roger L., WPOR, Portland, Me.
Popple, J. R., WOR, New York, N. Y.
Pratt, D., RCA Victor, Camden, N. J.
Pratt, Roy, WHO, Des Moines, Iowa.
Pyle, K. W., KFBI, Wichita, Kans.

Q

Quentin, Charles, KRNT, Des Moines, Iowa.

R

Rawls, Lucien, WSM, Nashville, Tenn.
Rector, Chester, WIOU, Kokomo, Ind.
Reed, Elmo, WJPG, Green Bay, Wis.
Reid, Robert H., International News Service, New York, N. Y.
Rekart, Arthur F., KXOK, St. Louis, Mo.
Risk, J. E., KSD, St. Louis, Mo.
Rissler, Harold D., WHO, Des Moines, Iowa.
Rowe, Thomas L., WLS, Chicago, Ill.
Ruston, John, Allen B. DuMont Laboratories, Inc., Clifton, N. J.

S

Sawyer, Roger E., KGLO, Mason City, Iowa.
Schooley, C. E., American Tel. & Tel. Co., New York, N. Y.
Shelby, Robert E., NBC, New York, N. Y.
Sheridan, Charles J., Transit Radio, Inc., Cincinnati, Ohio.
Sinclair, David G., KVFD-KFMY, Fort Dodge, Iowa.
Smith, Ken, Allied Record Manufacturing Co., Hollywood, Calif.
Snedeker, M. L., WERE, Cleveland, Ohio.
Snider, Robert, KTUL, Tulsa, Okla.
Snyder, Reed E., WHO, Des Moines, Iowa.
Stafford, Leo, KOAM, Pittsburg, Kan.
Stantz, L. H., WNEF, Binghamton, N. Y.
Stauffer, Ray, WHO, Des Moines, Iowa.
Straub, Nevin L., WJAC, Johnstown, Pa.
Stuekwich, Milburn H., WSOY, Decatur, Ill.
Swaringen, E. C., WTAX, Springfield, Ill.

Austin Will Address Chicago NAB Meeting

(Continued from Page 1)

to the U. N., who has been called back to the Philippines on urgent government business, Justin Miller, NAB president, revealed today.

Sen. Austin will speak on the subject Gen. Romulo was supposed to have discussed, "American Broadcasters Responsibility in World Affairs," before the 28th annual session of the group.

Registration for both the engineering and management phases of the convention was heavy late Tuesday, according to Miller. Between 350 and 400 technical men were expected for the engineering sessions, while advance registration Tuesday, for the management panel, exceeded 700.

Early birds at the Exhibition Hall who had their elaborate displays constructed and working late Tuesday afternoon included:

General Precision Laboratories, General Electric Transit Radio, General Electric Television, RCA, Collins Radio, Broadcast Advertising Bureau, Broadcast Music Incorporated, SESAC, Raytheon, and DuMont.

Art Stringer, who is in charge of the Nation's Number One Broadcast Equipment Exhibit, "spruced" up the registration desk in the heart of the hall with \$50 worth of Dogwood blossoms.

More than 72 exhibits and reception headquarters of Associate members will be in operation during the week-long exposition.

Dance Film For TV

Harry S. Goodman Radio Productions, New York City, has been appointed exclusive distributor of the television films, "You Can Dance." The films, produced by Telecraft Films Inc., are available for 15 minute television programs.

Symons, Wm. E., WSAI, Cincinnati, Ohio.

T

Taylor, Herman D., WTIC, Hartford, Conn.
Taylor, J. P., RCA Victor, Camden, N. J.
Tharpe, James B., DuMont Laboratories, Clifton, N. J.
Thomas, M. W., KOMA, Oklahoma City, Okla.
Tracy, E. C., RCA Victor, Camden, N. J.
Trainor, M. A., RCA Victor, Camden, N. J.
Trennan, R. A., Blaw-Knox Company, Pittsburgh, Pa.

W

Walker, John, KHQ, Spokane, Wash.
Wehrman, Harvey E., KLZ, Denver, Col.
Whitman, Urlin, WTAD, Quincy, Ill.
Wilson, George A., WKRC, Cincinnati, Ohio.
Wingard, Lloyd C., WGAR, Cleveland, Ohio.

Y

Yandell, Ryburn, WJFF, Herrin, Illinois.
Yarger, C. R., KSD, St. Louis, Mo.



IN FRONT AGAIN

You are cordially invited to visit

BOOTH 1A

for a look at 1950's finest

AM - FM - TV - MICROWAVE

1. RTR-1C—50 watt Magnetron TV Link
2. RC-12—New Studio Console for AM-FM-TV
3. RRC-10A—New Versatile Equipment Rack Cabinet
4. MTV-12—Startling TV "off line" Monitor
5. RL-10A—LIMITING AMPLIFIER

and many other new and interesting items.

RAYTHEON MANUFACTURING COMPANY

Waltham 54, Massachusetts

AVAILABLE

For Television Field

Male secretary and motion picture booker, 10 years' experience. Excellent correspondent, capable of handling all office detail and motion picture booking problems. Write RADIO DAILY, Box 120, 1501 Broadway, New York 18, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 13, 1950 — TELEVISION DAILY is fully protected by register and copyright

DUMONT DIRECTORS SHUFFLED

TELE TOPICS

THE FIRST REPLIES (605 of an estimated 100,000 questionnaires) to the television survey currently being conducted in New York by the United Parents Association have been received by that group, and add up to another small black eye for the industry. An analysis of those thus far returned indicate, says UPA, that video had "an adverse effect upon a small but significant number of children who watch TV." The replies showed that kids in the five- to six-year age bracket spend an average of four hours a day viewing video with little effect on video habits, that 13 out of 111 kids seven years reported adversely on video's effect on study, as did one of 73 eight-year-olds, eight of 46 ten-year olds and 23 of 249 eleven-year-olds to thirteen's. Officials of the survey group declined comment, pending additional survey returns but nonetheless released preliminary figures to the general press. No returnees indicated what parents were doing while the kids watched TV.

BOB WHITE, DuMont page boy and former Broadway actor, turned down a role in "South Pacific" because he wants to learn video production. . . . The "Faye Emerson Show" bows on NBC on the 15th, moving over from CBS. . . . Ed Sullivan's "Toast of the Town" adds seven new stations to its audience including WKY-TV, WDAF-TV, KOTV, KLRD-TV, WMCT, KLEE-TV and WDSU-TV. Program is now seen over 31 stations. . . . "Handy Man," which WPTZ claims is the oldest sponsored show on video, begins its fourth year of telecasting on April 21. . . . "The John Feeney Show" premieres on WJZ-TV the same day.

THE LATEST PULSE SHOWS "Texaco Star Theater" on top of the pile, rating-wise, in New York, L. A., Washington, Boston, Cleveland and Cincinnati. . . . NBC-TV's Caroline Burke seems to be on the stump for public office. Last week she addressed a video group and on Friday night she is going to tell an NYU merchandising class all about television's merchandising role. . . . WTVJ celebrates its first year of telecasting starting today. . . . MNBT premieres "Meet Me In Manhattan" as an hour-long feature on May 2. . . . Schaefer Beer has renewed as radio-TV sponsor of the Dodger ball games for the coming season. Telecasts will be aired via WOR-TV.

RED WARING now has his girl musicians wearing gowns that feature built-in costume changes. . . . "Alkali Ike" starts as a regular CBS-TV twice-weekly feature on April 17. The program features Al Robinson and his Western Dummy, both of whom recently appeared as guests of Arthur Godfrey on his "friends" video show.

Gertrude Berg's Media

Gertrude Berg, author and star of "The Goldbergs," has contracted to do a book for Simon & Schuster for publication late this year, and also contracted with Paramount Pictures for a movie, entitled "The Rise of the Goldbergs." The movie is to be scripted by Mrs. Berg in collaboration with Richard Nash. The entire radio-TV cast will star in the picture, including: Mrs. Berg as Molly, Phillip Loeb as husband Jake, Eli Mintz as Uncle David, Larry Robinson as son Sammy, Arlene McQuade as daughter Rosie, and Betty Walker as Mrs. Cramer. With the completion of these two projects, the characters established by Miss Berg will have run the gamut of a wide variety of media, having been long established on radio, TV and the Broadway stage.

TV Survey Added To Northwestern Course

A TV survey course has been added to the curriculum of the eighth annual NBC-Northwestern University Summer Radio Institute which will open in Evanston, Ill., and Chicago on June 26. Problems of small and medium-sized stations and the growing importance of video will be given special consideration. George Heinemann, NBC Chicago TV operations supervisor and guest instructors will give the course.

KTTV Selects SDGA

Hollywood—The Screen Directors Guild of America has been selected to represent the TV directors and assistants at KTTV. SDGA had been chosen earlier this week as bargaining agent for the meg. men at KTLA, here.

Commercials' Impact Drop Over 2 Months

The Television Section of Advertest Research has announced that its analysis of television spot commercials now in use revealed a general lowering of impact ratings during February and March, with impact ratings down for most top rated spots.

Positions Practically Unchanged

Because the decrease was general, most top rated spots retained their relative position during February and March. The top six spots were the same for both months and these are: Bulova, Hi-V, Pall Mall, Lucky Strike, Tide and Chevrolet. From 7th to 20th position there was a general shifting, but the only new entry in the top 20 spots was Chiquita Banana commercial.

The analysis was based on a sample of 1200 interviews.

Local Shows Best Seller At Baltimore Video Station

Baltimore—A station policy of local-live studio programming for video on a low-cost package basis has proven to be commercially successful, WAAM, local ABC-DuMont outlet reports.

The station says programs produced by their own staff have good sale-ability and some 30 hours a week are now being presented. Aim of the shows is to gear them to the people in the Baltimore audience, said Norman C. Kal, station manager.

"Firsts" Listed

Among the firsts claimed by WAAM are: a three-hour daily sports and variety show in the afternoon; "This Is Your Zoo," which presents the zoo director and zoo

animals; college and high school talent programs; and a dog session with an outstanding dog handler and breeder.

In addition to commercial telecasts, WAAM screens shows for the Red Cross, the March of Dimes and other public service organizations. One outstanding effort was the raising of more than \$10,000 to save the Baltimore pro-football team from financial disaster.

One special feature in the public service field was a half-hour classroom session which dealt with such subjects as heart trouble, geology and Arctic exploration. The latter has brought commendations from PTA's, the Board of Education, and adult education groups.

Paramount Elects 2 New Board Members

(Continued from Page 1)

the DuMont board of directors, a spokesman for the tele firm revealed yesterday.

Balaban and Weisl will succeed Bernard Goodwin and Arthur Israel, Jr. who resigned on April 10. Goodwin will continue as secretary for DuMont and Israel will remain as assistant secretary.

Also elected as assistant treasurer of DuMont by Paramount was Irving Singer. He will succeed Richard Hodgson, who has resigned.

Both Goodwin and Israel are Paramount lawyers and they have served on the board since Paramount bought into DuMont in 1938. The move to put the top Paramount officials on the DuMont board was interpreted as meaning either that the film company has no intention of selling its stock and wishes to end talk to that effect or that it was putting its top men on the board in a preparatory move to sell its stock.

Chicago City Council Calls For FCC Action

Chicago—The City Council passed a resolution Friday requesting the FCC to issue TV licenses for the three remaining Chicago channels. Chicago now has four television stations operating—WBKB, WGN-TV, WENR-TV, and WNBQ—while New York and Los Angeles both have seven channels assigned and in operation. An FCC freeze order in September, 1948, prevented allocation of Chicago's three remaining outlets. Four companies have applied for the three local TV outlets—WIND, WJJD, CBS, and Zenith Radio Corp., Warner Brothers, which had filed an application, has withdrawn.

Red-Black Fashions

A plunging skirt, considered to be far ahead of current fashions, was modeled recently by an embarrassed contestant on WBAL-TV, Baltimore, when her dress fasteners suddenly gave way and sent her skirt plunging to the floor. The deflating incident occurred during a balloon-bursting contest on "TV Shoppers Review," at which point the cameras went "black" and red-faced emcee Brent Gunts rushed the lady offstage.

COAST-TO-COAST

Special Easter Broadcasts On WCOP

Boston, Mass. — In commemoration of the Easter holiday spirit, WCOP and WCOP-FM presented three special broadcasts on Easter Sunday. The dramatization of a sermon delivered by the Rev. Roy Pierson of the Lexington Congregational Church a few years back, called "Jesus Comes To Our Town" was heard from 2:15 to 2:30 p.m. The transcribed dramatization starred Fredric March, Florence Eldridge, Ralph Bellamy and Arthur Kennedy and was produced and directed by Gene King, WCOP program director. Following this program, the choir of the First Church was heard, and at 5:00 p.m. "The Greatest Story Ever Told" presented a drama, "The Resurrection."

Welcomes "Met" Stars

Cleveland, O.—WERE joins the state this week in playing host to the Metropolitan Opera Company. On "Call for Classic," recorded classical music show 9:00 to 10:00, various opera stars will visit the station for brief interviews. Recordings of the operas and singers who are scheduled to be heard will make up the musical portion of the program. And as a preview for opera-goers, the main part of each program will be devoted to the opera being given the following night.

Speaking On College Series

Hartford, Conn. — Prof. Roger Shaw of the history department of Trinity College will speak on, "Russia and the Seven Pillars of Wisdom," over WDRC, Sunday, April 16th at 12:45 p.m. The program is one of the weekly Trinity College series broadcast over WDRC.

Twenty-Seven Stations Sign World Renewals

The World Broadcasting System has announced renewals and extensions of World Broadcasting System's contracts for 27 radio stations for continued use of World's transcribed library service. The stations are: WBEX, Chillicothe, Ohio; WASA, Havre De Grace, Maryland; WKRC, Cincinnati, Ohio; KIOA, Des Moines, Iowa; KICM, Mason City, Iowa; KWIL, Albany, Oregon; WMCA, New York, New York; WKOZ, Kosciusko, Mississippi; WMNB, North Adams, Massachusetts; WWSC, Glens Falls, New York; WCSS, Amsterdam, New York; KNEW, Spokane, Washington; WKOP, Binghamton, New York; KIEM, Eureka, California; WDBO, Orlando, Florida; WTWA, Thomson, Georgia; WABJ, Adrian, Michigan; WCJU, Columbia, Mississippi; WQBC, Vicksburg, Mississippi; KMBC, Kansas City, Missouri; WHLI, Hempstead, Long Island; WDOS, Oneonta, New York; WLTR, Bloomsburg, Pa.; WSVS, Creuc, Virginia; WRVA, Richmond, Va.; KODI, Cody, Wyoming; CJNB, North Battleford, Sask., Canada.

Applicant's Previous Record Relevant, D. Of J. Tells FCC

(Continued from Page 1)

ti-Trust Chief Herbert A. Bergson and John C. Stedman, Special Assistant to the Attorney General, says that no uniform policy seems practical, but on an individual basis the Commission must carefully weigh actions of applicants in other lines of endeavor which point toward a desire to monopolize and restrain competition.

Such consideration in no way encroaches upon the duties of the Justice Department or the Federal Trade Commission, said Justice—it is simply "ascertaining, pursuant to its statutory duty, whether the applicant is likely to render the best possible service to the public."

Statement by Department

Said Justice, "the possession of a license to operate a broadcasting station carries with it great economic power, a power that may be capable of being used to the detriment of given members of our economic society if the operator is so inclined. The operator of a radio station may not only be in a position to compete unfairly against other vehicles for advertising, but to prefer certain businesses to the detriment of their competitors by discriminatory advertising practices, to use their radio facilities to advance their own competitive position in fields unrelated to communications, and in various other ways so to act as to frustrate and obstruct the purposes and objectives of the Communications Act.

"In view of the great power that a broadcast station can wield in these respects, it becomes of the greatest importance that licenses for such stations be awarded to those who will exercise the proper self-restraint and avoid misuse of their powers. It is against this backdrop that the Commission must consider and weigh the prior actions of applicants if it is to discharge properly its statutory duty to protect the public interest.

"Public Obligation" Cited

"Where the prior acts of an applicant are such as to indicate a likelihood or probability of misuse of the types described, the Commission's public obligation requires that it deny a license unless there are overriding considerations from other standpoints that call for a conclusion that a license should be granted in the public interest notwithstanding the applicant's objectionable character.

"The task of the Commission thus becomes one of evaluating the past practices of the applicant from the standpoint of his possible or probable future conduct."

The Justice Department said it cannot lay down "hard and fast rules" to guide the Commission in reaching such decisions. It did say, however, that "a history of continuing disregard for the anti-trust laws . . . consistent efforts to eliminate competition or attempt to monopo-

lize, or repeated acts of an unfairly competitive or predatory nature would indicate a callous disregard for legal obligations and especially of the obligation to conduct one's self responsibly in the economic field."

The Commission was told—and this was directly contrary to the arguments of motion picture firms filing briefs in the uniform policy proceeding—that it should "draw no distinction between criminal and civil actions as such. While the bringing of a criminal case may sometimes indicate a more flagrant and willful disregard of the anti-trust laws than does the filing of a civil complaint, so many factors enter into determination of the type of action to be brought that whether the suit was civil or criminal has little relationship to the question whether the defendant's act was in deliberate disregard of the anti-trust laws or whether his violation was flagrant or persistent."

The anti-trust office held that "in the absence of overriding 'public interest' considerations. . . the Commission should deny an application where the applicant's conduct has been such that the Commission can reasonably conclude that applicant's future conduct is likely to be of a

AGENCIES

DONALD W. SEVERN has joined the television department of T. William Esty Company in an executive capacity. He was previous with Kenyon & Eckhardt.

OLIVER M. PRESBREY has joined Batten, Barton, Durstine Osborn, Inc. to head up the account group on Curtis Publishing Company. He was with the agency from 1944 to 1946.

A. S. HARRISON CO., INC. South Norwalk, Conn., maker Preen wax, J. M. Mathes, Inc. Radio and newspapers will be used.

W. ROBERT MITCHELL has joined Lawrence Boles Hicks, Inc. vice-president. He was former with Grant Advertising, Inc.

nature inconsistent with the objectives of the anti-trust laws." It is advised against "slavish" adherence any rule, however.

Urging attention to anti-trust records both on renewal and new applications, the Justice Department said it might be in the public interest to keep applicants with bad anti-trust records on the air temporarily, pending applications from others who on a comparative basis appear to offer a great public interest standing.

The stars of today and tomorrow are

Yours for more Sales
... with the new era in
Thesaurus

Ray McKinley and his Orchestra



The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists. You get comprehensive programming, promotion, publicity . . . a steady flow of current tunes and material . . . network-quality production. Wire or write today for full details!



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program
services

Radio Corporation of America
RCA Victor Division

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New York 10, N. Y.
Chicago • Hollywood

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 10

NEW YORK, FRIDAY, APRIL 14, 1950

TEN CENTS

FCC OKAYS SALE OF SCHIFF STATION

Anchor-Hocking To Spend \$4,000,000 In Tele

Total Sum Is Top Expenditure In TV To Date

What is alleged to be the biggest time and talent order ever placed in television, has been signed by the Anchor-Hocking Glass Company and NBC-TV, it was announced yesterday by the William Weintraub Agency. The order calls for a \$4,000,000 a year expenditure by Anchor-Hocking and requires an hour of TV programming a night, five nights a week, fifty-two weeks a year.

According to David Carr, Weintraub
(Continued on Page 7)

FCC Raps WLIB For FEPC Editorial Stand

Washington Bureau of RADIO DAILY
Washington — Whether there should be a national Fair Employment Practices Commission is sufficiently controversial a question so that broadcasters should take steps to present arguments pro and con if they are to treat of the matter editorially, the FCC said yesterday. It
(Continued on Page 4)

WNOP In FCC Protest On MBS Ball Games

Newport, Ky.—Because it was not permitted to carry Mutual's baseball "Game of the Day," WNOP reports that it has filed a protest with the FCC. The station is not an MBS affiliate, but since WCPO, regular
(Continued on Page 3)

That's An Idea

One way of being 100 per cent correct on weather reports has been turned up by Bob Van Camp of WSB, Atlanta. Being more than slightly disturbed by the frequent inaccuracy of official weather forecasts, Bob has resorted to giving official "pastcasts" on his "Morning Melodies" program—telling what weather was like. . . . yesterday.

A Matter Of Opinion

Three top Hollywood producers will comment on the inroads of video into movies on NBC's Voices and Events program this Sunday from 5 to 5:15 p.m. Frank Capra who was interviewed by James Fleming, narrator of the show, made the following remarks which were taped for rebroadcast Sunday: "Movie grosses have gone down, but motion pictures will survive. This is just another challenge." Says Hal Roach: "If you can't lick 'em, join 'em." The third producer, Sam Goldwyn, was quoted on the subject on the Who Said That show earlier this week. Said Goldwyn: "I'm positive that Hollywood and television can work together. We know how in Hollywood. Television needs it."

Nash Starts Radio-TV Multi-Spot Campaign

A one-month campaign on radio and television in all major markets throughout the country was begun yesterday by the Nash Motors division of Nash-Kelvinator Corporation. Cost of the drive to introduce one new line and push other models is estimated at more than \$250,000.

The drive will be keyed to dealer zones and is the most extensive run by Nash in many years. More than
(Continued on Page 8)

New Public Service Series Set By West Coast Web

West Coast Bureau of RADIO DAILY
Hollywood—The Pacific Regional Network will inaugurate a new weekly series of programs designed to promote better understanding of America's Democratic legacy. The series entitled "Let Freedom Sing" will begin on April 11 at 8:15 to 8:30
(Continued on Page 3)

Robinson, Trammell Awarded Citations

Winners of Freedoms Foundation Medals in the New York area will be honored at special ceremonies to be held in Town Hall on Friday, April 21. Top awards in various categories were presented by General Eisenhower during ceremonies dedicating the Freedoms Foundation headquarters at Valley Forge last Fall.

In radio, Hubbell Robinson, CBS
(Continued on Page 4)

Rand Sells New Mexico Stations To Syndicate

St. Louis, Mo.—Four New Mexico stations, previously owned by the Rio Grande Broadcasting Company headed by Frank Rand, Jr., have been sold, Rand announced yesterday. Taking part in the transaction were Albert Buck and Merle
(Continued on Page 3)

Engineering Conference Gets Underway In Chicago

(By Staff Correspondent, R. D.)
Chicago — Broadcasters from across the nation are gathered here at the 1950 convention of the NAB to discuss, ostensibly, international relations and radio. But the corridor talk in the massive Stevens Hotel is anything but that.
Upwards of 400 engineers and equipment people heard ten papers read at the engineers conference of

yesterday's convention, including reports of latest developments in UHF installations, studio lighting, theater television, and advanced equipment.

As many as 70 new channels in the UHF range between 500 and 900 MC might be a step nearer as the result of development of practical transmitting and receiving
(Continued on Page 8)

Comm. Also OKays Other Stations' Transfers

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced its okay to the sale of KYA, San Francisco, by Dorothy Schiff, New York Post publisher, to J. Elroy McCaw and John Keating for \$155,000 plus. Transfer of control of several other stations was also approved, along with the release of permits for three new FM stations in Baltimore and eight for Los Angeles.

The license of WKNY, Kingston, N. Y., goes to the Monadnock Radio
(Continued on Page 6)

CAB Would Aid CBC Out Of Public Funds

Montreal—The Canadian Association of Broadcasters has placed before the Royal Commission on Arts and Sciences plans providing for the financing of all CBC activities out of public funds and for co-operation among private stations and CBC in the field of television. CAB, whose
(Continued on Page 3)

Cabot Celebrates 7,000th Broadcast Over WEEI

Celebrating her 7,000th broadcast for her present sponsor, Caroline Cabot, fiecee of the "Shopping Service" daily program on WEEI, Boston, has been presented with a baum
(Continued on Page 3)

Kukla Elected

Burr Tillstrom's creation, "Kukla," the whimsical, bulb-nosed impresario of NBC's "Kukla, Fran and Ollie," will be made an honorary member of the Actors Club of Chicago on Friday, April 21st. It'll be the first time in club history that any but a flesh-and-blood actor has been so honored. Tillstrom is already a full-fledged member.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271

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John Perdiciari
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13	12 3/4	12 3/4	- 1/4
Admiral Corp.	34 3/4	31 1/2	34 3/4	+ 3 1/4
Am. Tel. & Tel.	156 1/8	155 3/4	156	+ 1/4
CBS A	37 1/4	36 7/8	37	+ 1/4
CBS B	37 1/8	36 1/2	37	+ 3/8
Philco	46 3/8	45 3/4	46 1/4	+ 1/2
RCA Common	20	19 3/4	19 3/4
RCA 1st pfd.	79 1/4	79 1/8	79 1/4
Stewart-Warner	16 3/8	15 3/4	16	+ 3/8
Westinghouse	34 3/4	34 3/8	34 5/8	+ 5/8
Westinghouse pfd.	103 3/4	103 3/4	103 3/4
Zenith Radio	67 3/8	66	66 1/2	+ 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	21 7/8	21 7/8	21 7/8	+ 1/8
Nat. Union Radio	4	3 5/8	3 7/8
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Stromberg-Carlson		22 1/8	23 1/8	
		15 1/2	17	

Ad Council Recruiting

A campaign to recruit nurses to fill demands of many hospitals has been renewed by The Advertising Council, Samuel C. Gale, chairman said yesterday. The board voted to approve this project in addition to approving a campaign in behalf of the United Nations in October, and a Religion in Life drive in November.

WASHINGTON OREGON

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET

KGW PORTLAND OREGON

AFFILIATED WITH NBC

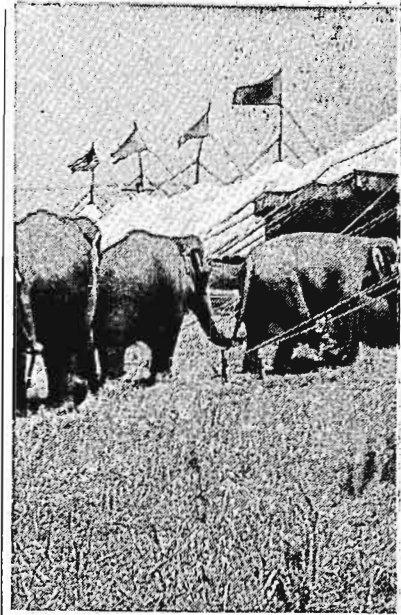
REPRESENTED NATIONALLY BY EDWARD PETER & CO.

NAB Independents Day

APRIL 16, 1950

STEVENS HOTEL, CHICAGO

- 9:30 a.m. OPENING ADDRESS OF WELCOME
Lee Jacobs, KBKR, Baker, Oregon
Chairman, Unaffiliated Stations
Convention Sub-Committee
 - 10:00 a.m. THE OUT OF HOME AUDIENCE—ITS SIZE, MEASUREMENT, WHO HAS IT?
A. A Research Report illustrated with color slides: Sydney Roslow, President of The Pulse, Inc.
B. How to Promote, Program and Sell the Out of Home Audience:
Hugh Feltis, Radio Station KING, Seattle,
Chairman Norman Glenn, Editor and Publisher, SPONSOR Magazine
 - 11:30 a.m. MAIL ORDER BUSINESS
Cecil Hoge, Senior Partner, Huber-Hoge, Inc.
Ralph Weil, Vice President and General Manager, WOV, New York
 - 12:30 p.m. LUNCHEON
Chairman—Justin Miller, President NAB.
Edgar Kobak, Business Consultant
"LET'S FACE IT"
 - 2:30 p.m. HOW TO DEVELOP AND SELL NEW PROGRAM RESOURCES
Edward Gruskin, Chief Radio Officer, ECA.
Arnold Hartley, Vice President and Program Manager, WOV, New York, Chairman
Carl Haverlin, President BMI, Inc.
Charles E. Rynd, President THE AMPEX Co.
Foy Kohler, Voice of America
Pierre Crenesse, Director, North American Service, French Broadcasting System
Sellmann C. Schulz, Vice President Decca Records, Inc.
Joe Csida, Director of Popular Artists and Repertoire, RCA-Victor
John Sinn, President, World Broadcasting System
Maurice Mitchell, Director BAB.
Jerry Franken, Radio Editor, Billboard
 - 4:15 p.m. SPORTS CLINIC—ITS AUDIENCE, SALES, LEGALITIES, PROMOTION
Patt MacDonald, WHHM, Memphis, Chairman
The Legal Aspects—Leonard Marks, partner in Cohn & Marks, attorneys
Programming and Selling Sports Adjacencies—
Ben Strouse, V. P. and General Manager WWDC, Washington, D. C.
- GENERAL DISCUSSION



They work for peanuts

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very little money you can do real big things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.

FM AM

WIT-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Now Covering 17,000,000 Population Area in 5 States!

50,000 WATTS
in the middle of the dial
800 kc.

CKLW
• MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative
Guardian Building Detroit 26 Michigan
J. E. Campeau, President

CAB Would Aid CBC Out Of Public Funds

(Continued from Page 1)

membership includes about 100 of the 120-odd privately-owned stations in Canada, came out flatly against license fee in television receiving sets and called for abolition of the present \$2.50 annual license fee on radio receiving sets.

William Guild, chairman of the board of directors of CAB, said the association felt that CBC activities should be financed out of the public treasury. Harry Sedgwick, CFRB, Toronto, and CAB director, outlined how the CBC's activities in the radio field might be financed.

Would Vacate Ad Field

The plan called for the CBC to vacate the commercial advertising field. Instead of using the revenue from commercial programs and from annual license fees to finance activities, the CBC would be paid an annual grant based on the number of radio receiving sets in homes and in motor cars. The grant would be equivalent to \$2.50 for every radio set in Canadian homes and in motor cars. This would give the CBC about \$2,000,000 a year more than the \$7,000,000 it now receives from license fees and commercial advertising.

It was estimated there are 3,200,000 radios in Canadian homes and about 1,000,000 in cars. On Sept. 30 less than 1,000,000 radio licenses had been sold. This indicated that only about half of the radio owners were paying their license fees.

There now are radios in about 95 per cent of Canadian homes. The CAB considers it would be fairer to have the CBC funds taken out of the treasury than to have a system under which only half of the radio owners paid for the license.

See Year-to-Year Increase

The CBC's revenues would increase from year to year as the number of radio receiving sets in homes and cars increased. Collection costs of \$600,000 a year would be saved the taxpayer. The CBC would be assured constant revenue in bad years when more and more people were inclined to avoid paying their license fees. The private stations would benefit through the CBC's withdrawal from the advertising field, which they then would save to themselves.

The views of the CAB were heard throughout the day's sitting of the commission, which is hearing representations prior to making a report and recommendations to the Federal Government.

Officials of the CBC will testify next.

"KNOW HOW" FOR HIRE

Radio-TV assistant, 30; production, direction, programming, talent management—casting, advertising background; seeks position with advertising agency or radio-TV station. Write RADIO DAILY, Box 124, 1501 Broadway, New York 18, N. Y.

Rand Sells New Mexico Stations To Syndicate

(Continued from Page 1)

Tucker, who with Rand owned all stock of the company.

One station, KGAK in Gallup, New Mexico, was sold to Tucker, former general manager of the chain. The others—KTRC in Santa Fe, KOAT in Albuquerque and KRSN in Los Alamos—were bought by a syndicate made up of H. W. Bumpas, Herbert Wimberly and A. M. Cadwell of Baton Rouge, La. Bumpas is presently manager of WIBR in Baton Rouge, but will resign to manage the New Mexico chain. All stations involved are 250 watts.

Purchase price was placed at about \$150,000 for the three stations. FCC approval will be sought.

Rand, heir to a shoe manufacturing fortune, at one time took an active part in New Mexico politics and merged the Santa Fe newspaper field.

Cabot Celebrates 7,000th Broadcast Over WEEI

(Continued from Page 1)

martin fur neckpiece from her sponsor, the Kussell Furriers, who coincidentally were marking the company's 50th anniversary. In turn, station WEEI's asst. gen. mgr. Wilbur S. Edwards presented Kussell with a scroll containing the opening words of the 7,000th broadcast which paid tribute to the company.

Send Birthday Greetings To—

April 14

Al Cormier Al Kavelin
Bill Green Robert Stanton

April 15

Dave Alber Philip Porterfield
Oliver W. Nicoll Dave Driscoll
Marian Jordan Earl Ferris

April 16

Milton J. Cross George Ludlam
W. Wright Esch Les Tremayne
Joseph C. Meehan Norman Weill
Joe McCauley Jack Negley
Bessie Blouin

April 17

Margaret Espy Jack Nedell
Lawton Campbell

April 18

Edgar Kobak Muriel Haynes
Chas. La Torre Page Gilman
Leopold Stokowski

April 19

John Sinn Ronny Sherwood Liss
Louis Katzman Murray Salberg
Ann Shelley Ge Ge Pearson

April 20

Merritt W. Barnum Arthur Pine
Marshall Neal Lionel Hampton
Ann M. Wright Sid Shalit
Bud Linn Matt Barr
Betty Lou Gerson

New Public Service Series Set By West Coast Web

(Continued from Page 1)

p.m. and will feature "the rich musical reservoir of American culture." The first program will contain a message by Superior Court Judge Stanley Mosk, chairman of the Regional Advisory Board of the Anti-Defamation League of the B'nai B'rith. The narrator will be Michael Grainger.

GE Announces Six New Electronics Appointments

Syracuse — Six appointments to eastern and mid-west district sales offices of the Electronics Department of the General Electric Company here have been announced by A. A. Brandt, general sales manager. Those named to new positions are T. E. Sansom, C. G. Turner, H. W. Granberry, G. R. Odom, J. H. Chrysler, and R. P. Fisher.

Dodger Games

Sportscaster Johnny Most, home-grown Brooklyn athlete, has been named to do the play-by-play description of the Dodgers 1950 ball games for the Baseball Broadcasting Company's supplementary New York State network. The announcement was made yesterday by James Stevenson, network administrative executive.

WNOP In FCC Protest On MBS Ball Games

(Continued from Page 1)

Mutual station across the river in Cincinnati, was carrying the Cincinnati Reds games, WNOP sought the rights. Individual permission at various prices from major league teams was obtained, but Mutual turned them down, a spokesman for the station said.

Violation of Pact Claimed

A Mutual spokesman in New York reported that its original agreement with baseball carried no provision for broadcasts in the Cincinnati area and hence no rights could be given to WNOP. Games, however, have been given to non-Mutual affiliates, the network reported. WLW, MBS and NBC station in the area, had also sought some of the games, it was learned.

Shifts Advertising

Monroe-Greenthal Adv. Agency is shifting advertising of the movie "Red Shoes" from newspapers to radio on three New York indies on an experimental basis. The movie, which has played at the Bijou Theater, New York, for 81 weeks, is slated for several spots daily on WNEW, WQXR, and WFDR, New York.

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CROSBY BROADCASTING CORPORATION

FCC Raps WLIB For FEPC Editorial Stand

(Continued from Page 1)
chided WLIB, New York, for one-sidedness in programming on the matter this past winter, and asked the station to notify the Commission concerning its future policies.

The station "erroneously interpreted" the Commission policy on editorializing, it was told because it editorialized for FEPC but "did not take affirmative steps to seek out and present points of view with respect to these matters which differed from the point of view expressed by the station.

"The licensee has an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance. . . . It is clear that the establishment of a national Fair Employment Practices Commission constitutes such a controversial question as to require of the licensee the exercise of the duties and responsibilities set forth above."

FEPC is clearly a matter of Congressional controversy, the FCC said, and the very fact of the station's editorializing extensively "indicates an awareness of its importance and raises the assumption that at least one of the purposes of the broadcasts was to influence public opinion."

The station had held that because discrimination against Americans in employment is itself out of line with American beliefs the matter was not controversial. At any rate, the station felt that it should not have been required to seek out anti-FEPC spokesmen.

Reached in New York, Harry Novik, general manager of WLIB, said that he had not received the official FCC statement and would make no comment until he did. However, another spokesman for the station, commenting on the story, said that the FCC had completely ignored the station's contention that the issue was not controversial. He claimed that though FEPC was debatable in other parts of the country, it was not so in this area since an FEPC law was passed many years ago. The question of what is and what is not a controversy and who shall determine it was also raised.

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PRODUCTION



By SID WHITE

Man About Manhattan. . . !

● ● ● Phil Carlin, ex-Mutual program chief and one of the most beloved guys in this biz, dropped in at our desk the other afternoon to tell us he's taken offices with Doug Storer in the RKO Bldg., where he'll handle a few radio and TV properties, plus some syndication work and will also act as consultant or advisor to agencies who haven't a radio or TV dep't. As Phil was expounding his theories on how he intended to advise producers and writers, we couldn't help but reflect that here was a guy custom-built and tailored for the work he was planning. In his 20 years as program head of three webs, Phil has prob'ly bought more properties than any man in radio. (He's personally responsible for having brought in "The Goldbergs," "Info, Please," "Queen For A Day," "True Story," Tom Brenaman, Dinah Shore and a flock of others. You name 'em and he's prob'ly bought 'em). As Phil sat across from our desk musing on the difficulties of switching from a buyer to a seller, we couldn't help but feel there wouldn't be any necessity for any such switch here. Between the twin posts of buyer and seller, Phil has built up a bridge of more friendship, more loyalty, more faith and more confidence than any man we know. There won't be any gap for Phil to cross. We realize we're making this sound like a yes-man's diary, but you name a guy who has a fairer, squarer and cleaner rep in this business than Phil Carlin. In his 20 years as a 'big shot,' he never slighted, hurt or crossed anybody and doesn't know the meaning of throwing a curve. Phil Carlin is strictly as you know him—a four-square guy, solid as Bing Crosby's future with savvy and know-how to spare. We've got only one thing left to say about Phil. He should've done this ten years ago.



● ● ● FCC grant of an FM license to WBAL in Baltimore yesterday may be construed as approval of the station's AM operations, as the new FM outlet would rebroadcast AM programming. . . maybe the Commission is giving the WBAL operation a renewal of their AM license too. . . Filler-Dillers: Eli Lloyd Hoffman's description of Eliz. Taylor: Taylor-vision. . . Valaida Snow sez the Russians are taking credit for inventing TV because they were the first to screen people. . . Jack Durant claims his psychiatrist cured his insomnia. Only now he lays awake nites wondering how he's gonna pay him. . . Warren Hull has so many video shows that Buddy Rogers observes that TV has its ace in the Hull. . . Video's detective stories prompts Joe Ricardel to note that in TV, every Tom and Harry is a dick.



● ● ● AROUND TOWN: Mae West nixing video offers (presumably until screens are made of asbestos). . . CBS-TV dropping "Stage Door" and "The Girls." . . Paul Manning, news analyst whose articles are distributed to big city papers around the country by NANA, yesterday had one of his stories on Pres. Truman's Point Four Program picked up from the Washington Star and read into the Congressional Record by Sen. Lehman of N. Y. . . Heinz planning to test daytime TV. (They oughta call their series "57 Varieties of '50").



● ● ● APPLAUSE DEPT: Larry Storch's sensational impressions at the Copa. . . Dick Kollmar's fast-climbing rating on his "Talent Search" TV'er. . . Eddie Davis' society band at Coq Rouge. . . Bill Callahan's terp at the Roxy. . . The show the Lone Ranger and his hoss, Silver, put on this week in Washington's Nat'l Guard Armory for the Variety Club Welfare Fund. . . Herb Sheldon's nitetime WJZ sessions. . . Joe Franklin's nitely nostalgia via the same station. Larry Green's music at the Roosevelt Grill.

Robinson, Trammell Awarded Citations

(Continued from Page 1)
vice-president, will be given \$500 and a fourth place medal for the "You Are There" program. Niles Trammell of NBC will be awarded an honor medal for the show "Living 1949."

A special award will be made to Richard L. Scheidker, vice-president of the joint ANA-AAAA group producing This Is Our Problem. For an advertising campaign, The Advertising Council will be awarded \$75 and ninth place medal. Robert S. Peare, v-p of General Electric will get \$200 and seventh place medal in the same category.

CBS Daytime Serial Renewed By Toni Co.

The Toni Co., Chicago, has renewed its sponsorship of the CBS daytime serial, "This Is Nora Drake" for another 52-week cycle effective with the broadcast of Monday, May 8. Show is aired across-the-board at 2:30-2:45 p.m. with Foote, Cone & Belding the agency for Toni Co.

New Audiotape

A new professional size plastic-base Audiotape (magnetic recording tape) is now being produced in 2500-foot rolls by Audio Devices, Inc. to make possible longer continuous recordings. According to the firm's veepee, Bryce Haynes, the new tape sells for comparatively less (\$10.00 a roll) and comes in a special package providing the safest method of handling and storage.



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AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, April 14, 1950

Motorola Announces First 14-Inch Tele Set

Motorola has announced delivery to its distributors of a new table model television set with a 14-inch rectangular tube. The new set, available in mahogany and limed oak will list for \$229.95. Also announced was a new 12½-inch console and a 12½-inch table model, listing at \$249.95 and \$189.95 respectively.

The tube used in the 14-inch set is of the wide-angle type and considerably shorter than conventional tubes of comparable size, which has enabled Motorola to house the chassis in a cabinet no larger than the average 12½ set. The company claims no loss or distortion of picture value at the outer edges of the tube.

Cabinet for the 14-inch set is made of straight grained mahogany veneer with figured veneering for the front panel. A gold colored bezel frames the tube. As in other Motorola sets, two controls handle all normal tuning operations.

The 12½-inch console is enclosed in a simple modern cabinet having flush straight-grained mahogany panels on sides and top and an inset panel on the front. The Broadview screen is enclosed in a gold bezel. Two plastic control knobs with transparent outer rings are all that is required for normal tuning. The cabinet is held about four inches above the floor by tapering legs.

Here To Stay, Says RCA

Any rumors that RCA Victor would cease production of either 33 1/3 or 45 rpm records was definitely spiked this week when at a luncheon at the Warwick Hotel. Paul Barkmeier, vice-president and general manager of RCA Victors record department stated as RCA Victor's "unequivocal policy" that it was in both the 45 and 33 1/3 rpm record business "to stay." Rumors had been prevalent recently that the company might drop production on its 45 rpm system, which RCA Victor developed, in favor of the 33 1/3 system, or drop the latter system in favor of their 45 rpm system. As further evidence that RCA Victor had no such intentions, Barkmeier pointed out that since the introduction of their 45 rpm system, the company has sold 1,000,000 record players and is currently producing 45 rpm discs at the rate of 30,000,000 annually. Relative to the 33 1/3 rpm system, Barkmeier said the company's plans are "serious and ambitious."

Trade Name Billboard For EP & EM Show

Chicago — An "Aisle of Trade Names" at the coming 1950 Parts Distributors Conference and Show to be held here May 22-25, is being planned to dramatize the industry's stake in its product trade marks, according to Helen Staniland Quam, chairman of the EP and EM publicity committee. Sponsored by the Association of Electronic Parts and Equipment Manufacturers in cooperation with the Show Corporation, the display is expected to be in the form of a giant billboard flanking the entrance to the Hotel Stevens exhibition hall. Space on the huge billboard is to be made available to all manufacturers exhibiting at the show, on an equal basis, one square foot to each, with a choice of colors and not to exceed five words of copy.

Two New Philco Radios; Novel Aerial Developed

Philco Corp. has announced two new radio receivers, a new personal portable featuring the novel "Magnecor" long-distance aerial, and an FM-AM table radio with new double-sensitive circuit, according to Albert J. Rosebraugh, radio sales manager of the corporation. Feature of the new model 631 "personal" portable is a tubular built-in aerial, (the "Magnecor") which makes earlier extended rods, lift-lid and raised loop designs obsolete. The "Magnecor" is an integral part of the plastic cabinet and is designed to operate with a new circuit, on AC, DC or battery, to bring in distant stations. Price of the new set (less battery) is \$34.95. The new FM-AM table model 934 will list for \$59.95.

Wilcox-Gay Interests Acquired By Ashbach

A substantial equity interest in the Wilcox-Gay Corp. has been acquired by Leonard Ashbach, president of the Leonard Ashbach Company, parent company of Garod Radio Corp., manufacturers of TV and radio receivers under the Garod and Majestic trade names, it was announced yesterday.

The Wilcox-Gay Corp., Charlotte, Mich., are manufacturers of TV and recording devices and Ashbach will assume chairmanship of its board of directors under the terms of the transaction.

Ashbach revealed that plans are under way for full production and expansion in the Wilcox-Gay plant for the manufacture of TV receivers, recorders, and TV cabinets along with plans for a continuous full production in Garod's Brooklyn plant. Under the new management, full exploitation of the cabinet facilities of the Charlotte plant will be made in order to considerably increase the output of Majestic sets, which up to now has been a serious bottleneck in the production of their TV receivers.

It was not revealed how much of a cash consideration was involved in the transaction, but according to the announcement "a large cash consideration has been deposited as working capital for the Wilcox-Gay operation." Stockholders in Wilcox-Gay will be offered an opportunity to exchange their present stock for shares in the parent company.

PRODUCTION PARADE

Stewart-Warner Portable

The "Turnabout," described as equally at home in the living room as an AC/DC table model radio or on a beach picnic as a battery-operated portable, has been announced by Stewart-Warner Electric, the radio and TV division of Stewart-Warner Corporation, Chicago. To convert the light-weight radio from a portable to a table model the carrying handle is folded back, making it an integral part of one end of the case, and the set is turned on its side. List price of the Turnabout is \$39.95.

Electronic Values—Book IV

A valuable technical book of 467 pages and containing 256 illustrations, which has been translated from Dutch into English, has just been released. Titled "Book IV—Application of the Electronic Value In Radio Receivers and Amplifiers" and written by Dr. B. G. Dammers, J. Haantjes, J. Otte and H. Van Suchtelen and published by Philips' Technical Library, this book has received wide attention from scientists and engineers engaged in the problems of design in radio and allied fields.

Heads Zenith Household Radio Dept.

Leonard C. Truesdell has been elected vice-president in charge of household radio by Zenith Radio Corporation, it has been announced by H. C. Bonfig, vice-president and director of sales. Truesdell joined the company in September, 1949, as sales manager of household radio and TV.

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ME AND MY TEDDY BEAR

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Published by Spitzer

Recorded by

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Eileen Wilson--Dick Thomas (Dec)
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WORDS AND MUSIC

By TED PERSONS

● ● ● BMI, sired by the delegates to the 18th Annual NAB convention, celebrates its tenth anniversary at the current 28th Annual Convention. Needless to say, the ten-year-old is making much of the occasion, especially since it can point to a huge "birthday cake" even pounded of the combined publishing efforts of BMI itself, its subsidiaries AMP and BMI Canada and the hundreds of affiliated publishing firms—richly studded with "hit" plums. . . . A couple of lads who couldn't see that "Stars Are The Windows of Heaven," because they were "Looking At The World Thru Rose Colored Glasses," are Tom Mallo and Jimmy Steiger. They wrote both songs in 1926; but the former remained an unknown quantity because of the success of the latter until not many weeks ago. Then the Andrews Sisters gave STARS just one "shot" because they liked it. The Mariners did likewise on the Arthur Godfrey Show. And today, encouraged by the following records, The Andrews Sisters with Guy Lombardo's Orchestra on Decca, The Mariners on Columbia, Fran Allison on Victor, Johnny Desmond on MGM and Henry Brandon on London, Pickwick Music, the publisher, has tagged the tune "top plug." Who wouldn't? . . . Jimmy Wakely, Capitol recording star, is in the music publishing business again thru the formation of Winchester Music Corp. Capitol, thru its publishing affiliates, will act as selling agent. The firm's first exploitation will be "Let's Go To Church Next Sunday Morning," which Margaret Whiting recorded with Wakely.

☆ ☆ ☆ ☆

● ● ● Milton Katims, NBC conductor, will direct a series of seven weekly "Spring Concerts" of light classical music beginning Saturday, April 15 (6:30-7:30 p.m.). The programs will take the time period usually occupied by the NBC Symphony Orchestra. Katims will include in his programs works of American composers. . . . Raymond J. Cheney in addition to his chores as program and production director of WCSS, Amsterdam, N. Y., will assume those of assistant manager.

☆ ☆ ☆ ☆

● ● ● You-Could-Have-Knocked-Me-Over-With-A-Feather Dep't: Leo Talent, after a career of plugger plus publisher has branched out a little more to become a song-writer. All three talents are brought to bear on "Me And My Teddy Bear," (Mutual Music), which he wrote under the name of Jack Winters with J. Fred Coots. The release, a couple of weeks ago, of the recorded version by Rosemary Clooney on Columbia started very favorable trade and public reaction. Subsequent releases, Mervin Shiner and Frank Luther both on Decca and Jack Rivers on Coral are not going to do the prospects of the tune any harm at all, at all. . . . That trends are started abroad by American jazzmen is in the accepted order or things and no news; but that the process has been reversed definitely is news. Today probably the most copied man in the record business is Eddy "Piano" Miller who came from England two years ago to make a name for himself as a song-writer. The name he was trying to make was that of Eddie Lisbona under which he wrote such diverse compositions as "Juke Box Annie" and "Symphonie of Spring." But it wasn't until an association took place with Eddie Heller of Rainbow Records that Miller, somewhat under protest, applied his honky tonk piano style to a recording, "Music Music Music," "Daddy's Little Girl," "She Wore A Yellow Ribbon," "Juke Box Annie," and "Chug-A-Lug," followed—and were followed. Now, for the first time in his life he has a manager, Holiday Attractions, Inc. Furthermore, he is looking forward to bringing his wife over from England. He can afford it now.

☆ ☆ ☆ ☆

● ● ● "Chug-A-Lug" (Michael Music) chugging along in the "Beer Barrel" Polka groove and gaining momentum all the time. The Kay Kyser recording figures to make the coast-to-coast juke hook-up. . . . A new recording of "On The Alamo" (Forester Music) by the Harmonicats on Mercury has just been released and may very well start something.

Commission Okays
Station Transfers

(Continued from Page 1)

Foundation for \$80,100, with Commission okay, while 94 per cent of WCAP and WCAP-FM, Asbury Park, N. J., go for \$75,200 to the Asbury Park Press, with Miss Henneck dissenting. The Commission approved the sale of control of WCPM, Middlesboro, Ky., by Elmer Dennis Smith and others to A. G. Barton, J. H. Brooks, C. K. Brosheer; R. L. Kincaid and U. G. Brumett for \$50,175. The buyers will probably surrender the license to WMIK, also in Middlesboro, although a sale might be permitted.

Price tag for WWNS, Statesboro, Ga., was \$27,500, with the station going from Alfred Dorman to Robert H. Thompson, Sr., and Virginia P. Bowen. KVVN, NAPA, Calif., went from six partners to Luther E. Gibson for \$15,000, and his half interest in KWNO and KWNO-FM, Winona, Minn., will go from H. R. Wiecking to his present partner, M. W. White, for a cash consideration equal to half the net book value at the end of last month.

The license of KOFO, Ottawa, Kans., was sold for \$2,073 by five partners including James N. Jones, to a new group of three partners also including Jones.

Eight FM Stations Approved

The FCC also okayed eight new Class B. FM stations for the Los Angeles area, of which only one will duplicate present AM programming to any great extent. One of the new permits goes to KFOX, Long Beach, with half the FM programming to be identical to the KFOX schedule. Some duplication is indicated also for the new FM station permitted yesterday to KWOL, Santa Monica.

The other applicants okayed yesterday include Don C. Martin, one-time KMPC announcer and producer now operating as the School of Radio Arts, Beverly Hills; Lawyer William H. Haupt, who will operate in Englewood and is owner of KVVC, Ventura; Edwin W. Dean, Chicago publisher operating with others as the Centinela Broadcasting Company in Englewood; Alhambra Broadcasters, Inc., Alhambra; Angeles Broadcasting Co., Temple City, and Whittier Broadcasting Co., Whittier. John B. Jacobs, formerly with KTTA, San Antonio and KYSM, Mankato, Minn., is head of the Alhambra group, with A. L. Nunnemaker, Temple City Realtor, head of the Angelus Company. Associated with him are Scriptwriter Gomer Cool and Radio Producer Blaine O. Bender. Marc H. Spinelli, formerly in radio positions with GE, ABC and MBS, is head of the Whittier group.

The three new Baltimore stations were assigned to WBAL, Hearst station in Baltimore, WAAM-TV, and the Tower Realty Company, licensee of WCUM, Cumberland, Md.

TELEVISION DAILY

Section of RADIO DAILY, Friday, April 14, 1950 — TELEVISION DAILY is fully protected by register and copyright

NBC-TV SNAGS BIGGEST ACCOUNT

TELE TOPICS

WTMJ-TV will not, as in the past, televise the baseball games of the Milwaukee Brewers this season because local viewers object to "so much baseball," particularly the Sunday double headers. Station plans to telecast only certain games were discarded due to the prohibitive single game fees demanded by the club. All of which leads to two observations: WTMJ-TV is to be hailed for reacting to the public preference, so many stations just keep grinding stuff out because it's easier than working out good local program ideas. And second, almost everybody outside the industry has an inflated opinion of the economics of the medium, which fact is gradually building a never, never land reputation for television much as was built around Hollywood in the early days of motion picture activity. And, public relations wise, this isn't good.

WOR-TV meanwhile, in a baseball town, is conducting an all out newspaper, poster, TV and radio promotion campaign to hypo interest in their telecasts of the Brooklyn Dodger Home games which commence next week. . . . Newest gimmick in press relations is the recipe for "Shrimp Lamaze" which WPTZ is now circulating to news desks. It looks good enough to try. . . . GOP politicians have bought time on WFIL-TV for a series of five minute films boosting their candidacies in the coming elections. . . . WCPO previewed the 1950 baseball season with a series of telecasts of four Cleveland Indians ball games as announced by Waite Hoyt. Interesting is the number of athletic "names" who have made radio and video commentary their profession after dropping out of active participation. . . . WCAU-TV premiered a new type of news show, "Headlines and Headliners," last evening with John Corcoran at the mike.

WBZ-TV premieres "Teen Time," featuring local Boston kid musical talent on May 6. . . . Arnold Horwitt has been inked as Mel Diamond's scripting aide on "Joey Faye's Frolics." . . . Ethel Waters has been signed for the title role in the TV version of "Beulah." . . . Jimmy Powers now doing three shows a week. . . . Edythe Melrose, WXYZ's "Lady Of Charm," nominated for the Ad Woman of the Year title by Detroit's Women's Ad Club. . . . The "Rosalie Allen Show" bows on WPIX April 19. . . . Same station has increased Art Ford's time to 90 minutes. . . . Ruth Crane, WMAL-TV gabber, is being besieged by televiewers who want to buy her clothes. . . . That station, incidentally, will air a special program "Strike Back" on behalf of the Cancer Society. . . . "Watch The Ladies" premieres over WMAR-TV as a twice-weekly feature.

Anchor - Hocking To Expand Entire Advertising Budget, \$4,000,000, With The Network On Across-The-Board Programming

(Continued from Page 1)

traub publicity vee-pee, Anchor-Hocking will occupy the 11 p.m. to 12 midnight time slot with an NBC packaged program, details of which are not yet forthcoming. The glass company's sponsorship will start initially in 14 cities on May 15, and will be expanded "as quickly as possible to all TV markets," he said.

In Co-Op With Brewers

Anchor-Hocking's sponsorship will be in co-operation with local brewers who use "one-way" beer bottles, but the glass company will foot the entire bill. The \$4,000,000 represents the complete Anchor-Hocking advertising expenditure for the next year.

The heavy TV splurge on the part

of Anchor-Hocking is primarily intended to merchandise the "one-way" beer bottles which compete for buyer approval with cans and plastic beer containers.

Program Plans In Work

NBC-TV's programming department is currently working on program plans and it is expected that the program aired will be "a light, Garroway-type program," an NBC spokesman said. The program selected will originate in New York.

Anchor-Hocking's last experience in a broadcast media was conducted almost two years ago when the company dropped the "Crime Photographer" program which it had sponsored.

BBB To Recommend Video Ad Standards

Recommendations of standards for advertising, selling and handling of television service are expected to be made to the trade within the next two weeks, Hugh R. Jackson, president of the Better Business Bureau of New York City announced yesterday. Meetings have been held with more than 18 leading television service organizations and substantial agreement has been reached on the majority of points in the proposed standards, Jackson said.

The purpose of the code is to protect the buying public and to eliminate unfair competitive practices, the BBB official continued. The advertising code was prompted, he said, by an increasing number of complaints from consumers regarding the sale and servicing of TV sets.

Included in the standards under consideration are: the definition and extent of advertised "service"; what advertised prices include; mention of extra charges; claims regarding speed of service; free replacement of parts as an inducement to enter a service contract; the nature of parts replacements; inaccurate claims by a dealer that his service is the only available one; and responsibility for performance of sets converted from a smaller to a larger picture tube.

Big Ten Meets To Discuss Video Policy

Chicago — Television policy for college football will be discussed by Big Ten, Notre Dame, Pittsburgh, Nebraska and Marquette representatives at a meeting this weekend. The session will work on possible action in preparation for an NCAA meeting next January in Dallas.

The athletic association took no action at its meeting this year, but asked member colleges to sign video agreements on a one-year basis. Tom Hamilton of Pitt and Willis O. Hunter of Southern California, members of an NCAA committee to study television problems, are expected at the Chicago meeting.

Guy Wallace Appointed

Guy Wallace has been named to handle live studio commercials on the Amalie Magic Theater on WCBS-TV, Tuesdays at 11:00 p.m. (EST), sponsored by L. Sonneborn Sons, Inc., refiners of Amalie Pennsylvania Motor Oil.

8 ABC Shows Made Locally Available

Eight ABC television programs will undergo alterations of their formats to make them available for local spot sales by the web's affiliates on May 3rd. Ludwig Simmerl, manager of co-op program sales, said that programs embraced by the plan would then become known as ABC-TV "spot sustainers." Affiliates using the programs will be charged 5 per cent of their local or national evening hour rates per announcement, depending on the type of adviser to whom the spot is sold. Programs involved in the plan are: "Art Ford on Broadway," Wed., Thurs., Fri.; "On Trial," Wed.; "Author Meets the Critics," Wed.; "My True Story," and "The Little Revue," effective May 5th; and "In The Morgan Manner," Dr. Fix-um," and "Majority Rules," effective May 7th.

Berle Out To Break Cancer Fund '49 Take

Milton Berle will attempt on Saturday, April 29th, to top his record of last year when he recruited over \$1,100,000 in pledges for the Damon Runyon Cancer Fund in a 16-hour television marathon. This time, his non-stop performance will last from noon Saturday until 10:30 a.m. Sunday, April 30th. Stage, screen, radio and TV stars will guest on the NBC-TV show while Berle personally takes phone calls from all who volunteer to pledge contributions to the fund.

Since he's before the camera for a longer time this year, and since NBC's TV network has more than doubled in the past year, Berle hopes to top the record with ease, with calls coming in on the 60 phones backstage from viewers of 29 network stations.

Labor Hassle

A jurisdictional dispute between the Television Authority and the Screen Actors Guild over television performers will be submitted to the Associated Actors and Artists of America, parent body of all performer unions. TVA informed SAG yesterday. SAG's plan, TVA reports, gives it absolute control over film tele while granting TVA jurisdiction over live video. TVA denies the authority of SAG over film video and has asked for a ruling from the 4 A's, which it says has the right to decide the issue. TVA adds that the real issue involves a proposal that joint membership meetings of the two bodies be empowered to settle deadlocks by a 75 per cent vote. SAG rejected this proposal, TVA says.

Engineer Meet Starts In Chicago; Four Hundred Hear Papers Read

(Continued from Page 1)
equipment by RCA engineers in Bridgeport, Conn., it was pointed out.

T. M. Gluyas and O. O. Fiet, RCA engineers from Camden, N. J., discussed the tests in progress in Bridgeport where programs have been beamed to 50 specially-equipped receivers in the area. Beginning the first of the year, they constitute the first field tests to demonstrate the potential of UHF broadcasting. The FCC has given tentative approval to 35 new channels in the UHF bracket, which should make possible TV reception in many areas now unable to receive programs.

A UHF survey conducted by Ralph Harmon of Westinghouse at KDKA, Pittsburgh, disclosed that large metropolitan areas having hilly terrain like Pittsburgh will have difficulty in getting adequate coverage at UHF frequencies until higher transmitter powers are obtained.

The survey also pointed out that capital investment and operating cost of a UHF transmitting plant will be greater than the lower power VHF plant which could give equivalent coverage. Harmon also stated that highly directional re-

ceiving antennas will probably be necessary in many locations which are shadowed in order to reduce "ghost" signals. Tests were made at 508 MC, which is well above the beginning of the UHF spectrum at 470 MC.

Dr. Frank G. Back, vice-president of Television Zoomar Corporation, discussed optical requirements for a good TV broadcast and recommended to cameramen the video analyzer to check the color, light, and contrast range of the camera; the SEI exposure photometer, to measure light reflected by individual subjects, and the television Zoomar lens.

On theater TV, Robert Bigwood of the DuMont network pointed out that most AM studios will be too small for conversion and that special auditoriums will have to be rented in most instances. Problems which will be encountered include equipping the halls and local building codes.

This year's conventioners are searching, more than ever before, for ways to increase business and offset the rapid inroads of television. They don't seem especially encouraged by various reports out of Washington forecasting continued prosperity.

Wednesday night's reception for engineers gave some indication of still another sentiment. Most of them seemed preoccupied with technical developments, the hors d'oeuvres running a close second. You'd never guess they had the NAB in mind. The notion uppermost in the minds of many here is that the NAB has capped its past shows with the biggest circus yet—and, appropriately enough, in the world's largest hotel.

The feeling seems to be that such an ambitious convention as this wastes much too much time, accounts for little good, and shapes up as little more than a debutante's coming out party. Industry members here—or at least the majority—appear to favor less conventioning and more clinical attention to the wants and needs of American radio. This is especially true today with the spectre of television looming larger than ever.

Interest at the conference centers around the FCC Industry Roundtable discussion slated for Saturday morning at which time the Commission engineers will be asked to give a program report relative to the lifting of the TV freeze. The TV engineers attending the three-day conference feel strongly on the subject

Nash Starts Radio-TV Multi-Spot Campaign

(Continued from Page 1)

5,000 one-minute spots and station breaks will be used on 241 stations in 173 cities. On tele, 1,298 announcements on 83 stations in 56 cities will be run.

In New York, WCBS, WOR and WNBC have been bought for radio coverage. WNBTV, WABD, WCBS-TV, WPIX and WOR-TV will handle the television side.

McNair Appointed

Charles G. Nichols, president of the National Retail Dry Goods Association, has announced the appointment of Professor Malcolm I. McNair as chairman of a special committee for the study of emergency controls.

of the freeze and will have some questions for the Commission group during tomorrow's session.

FCC members scheduled to participate in the session are Curt Plummer, John A. Willoughby, James E. Barr, Cyril Braum, Edward W. Allen and Edward W. Chapin. Representing industry will be E. K. Jett, WMAR-TV, Baltimore; Raymond F. Guy, NBC; E. M. Johnson, MBS; William B. Lodge, CBS; Frank Marx, ABC; Neal McNaughten, NAB and Robin D. Compton, WOIC-TV.

You Are Invited to the Most Important Television Talk of the Year!

"A Code of Good Taste for the TV Industry?"

By **JOSEPH I. BREEN**

VICE PRESIDENT, MOTION PICTURE ASSOCIATION OF AMERICA
and ADMINISTRATOR OF THE MOTION PICTURE PRODUCTION CODE

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HOTEL ROOSEVELT • 12:15 P. M. • Members, \$3.50 • Guests, \$4.00

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SPEAKER CRITICAL ON NAB MATTERS

Stations Offered UN Shows For Sponsorship

Every Program In Future Will Be 'Open End'

The United Nations will make all UN radio programs available to U. S. stations for commercial sponsorship, pending the stations' acceptance of specific UN conditions, Benjamin Cohen, Assistant Secretary General, said in a letter which has been mailed to 1500 radio stations in the U. S. Mr. Cohen alluded to (Continued on Page 37)

RMA Outlines Drive For 3-Speed Players

Washington Bureau of RADIO DAILY
Washington—A broad-gauge promotion campaign to sell the public TV and radio receivers with phonograph combinations or modernize present phonographs for operation at three speeds was outlined at an RMA steering committee meeting last week. Embracing all segments of the phonograph and record manufacturing (Continued on Page 36)

Baltimore's Five-A-Week Major League Coverage

Baltimore—For the first time in its history, the city of Baltimore will have available five afternoons a week of regularly scheduled major league baseball (Continued on Page 37)

This Is Baby's Birthday

Your baby is 10 years old!

Yes, your baby, Broadcast Music, Inc., who learned to creep back in 1939, toddle in 1940 and walk in 1941 is today a grown up youngster who can hum, sing and play such hit tunes as "Chattanooga Shoe Shine Boy."

Your baby has come a long ways since the boogie man first frightened her. She has developed under the guidance of such professional baby sitters as Carl Haverlin, and Sydney Kaye. She now calls all the broadcasters by name and still remembers the lyrics of "Practice Makes Perfect."

This is your baby's tenth birthday. Any 10th birthday is significant. This one, however, is more than an ordinary birthday celebration. It is a get-together of broadcasters who fathered and mothered BMI through turbulent days of the early forties and saw BMI blossom into a living example of the American spirit of free enterprise.

Kobak Gives Ind.'s Appraisal Of Industry

By FRANK BURKE
(Editor, RADIO DAILY)
Chicago — Edgar Kobak, former president of MBS, member of the NAB board and practicing business consultant, took the rostrum at the convention of Unaffiliated Stations at the NAB convention at the Hotel Stevens yesterday, and gave the indies his appraisal of a few ills which (Continued on Page 4)

Canadian Set Sales Show 22% Increase

Montreal — Twenty-two per cent more radio receiving sets were sold in Canada last year than in 1948 the Bureau of Statistics says. Reporting sales of 728,680 Canadian-produced receiving sets worth \$55,323,941, compared with 596,467 sets valued at (Continued on Page 2)

Would Unite Amer. Cable & RCA Comm.

In an effort to solve the problem of international communications, proposals have been made to unite RCA Communications and American Cable & Radio Corp. in a combined concern that would acquire the cables of Western Union Tele- (Continued on Page 35)

Name Pack Program Director At WNEW

Richard Pack has been appointed program director of WNEW, effective April 17, according to a Friday announcement by Bernice Judis, executive vee-pee and general manager of the station. Pack succeeds Ted Cott, who in turn was recently (Continued on Page 36)

Coy Will Address RMA At Convention In June

Washington — FCC Chairman Wayne Coy will address the 26th RMA convention banquet at Chicago's Stevens Hotel June 8, RMA (Continued on Page 8)

Oklahoma Association Completes Organization

The election of officers has completed formal organization of the Oklahoma Broadcasters Association. By mail ballot 25 AM and TV broad- (Continued on Page 2)

FCC Approves 7 New Radio Station Operations

Washington Bureau of RADIO DAILY
Washington—The FCC announced okays for seven new stations on Friday, along with changes in the operating assignments of two. Okayed for day-time operation with (Continued on Page 36)

Commission Denies Petition Of KTHS To Move To Arkansas

Washington Bureau of RADIO DAILY
Washington—The FCC has denied the application of KTHS to move from Hot Springs to West Memphis, Ark., increasing its power on the 1090 band from ten kilowatts limited, one kilowatt night to 50 kilowatts day, 25 kilowatts night.

Also turned down was the application to build a new station in Hot Springs, replacing KTHS, to operate on the 550 band with one kilowatt night and five kilowatts day. Necessarily rejected also was the application of the Hot Springs (Continued on Page 35)

100 Years Of History

Gen. Ulysses S. Grant, III, and Gen. Robt. E. Lee, IV, met yesterday at Appomattox Courthouse, Va., for the dedication of restored McLean House in which the original Generals Lee and Grant signed the peace between the states. Broadcasts were carried by WFLO, WRNI, WTON, WHLF, WLVA, WOOD and WSVS.

RADIO DAILY



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MARVIN KIRSCH : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 3/8	12 5/8	13 3/8	+ 5/8
Admiral Corp.	38	36	37 7/8	+ 3 1/4
Am. Tel. & Tel.	156 1/8	155 3/4	155 3/4	- 1/4
CBS A	37 3/8	36 7/8	37 1/8	+ 1/8
CBS B	37 1/4	36 3/4	37	+ 3 1/2
Philco	49 7/8	46 1/4	49 3/4	+ 1 1/2
Philco pfd.	92 1/2	92 1/2	92 1/2	+ 1/2
RCA Common	21 1/8	19 7/8	21	+ 1 1/4
RCA 1st pfd.	79 1/2	79	79 1/2	+ 1/4
Stewart-Warner	17 3/4	16 1/8	17 5/8	+ 1 5/8
Westinghouse	34 3/4	34 1/4	34 5/8	+ 1/8
Westinghouse pfd.	103 5/8	103 5/8	103 5/8	- 1/8
Zenith Radio	70 1/4	66	70	+ 3 1/2

**DON'T
TARRY
SEE
HARRY**

Radio • Television
Transcriptions

Harry S. Goodman
515A - 517A
Stevens Hotel

**Oklahoma Association
Completes Organization**

(Continued from Page 1)

casters elected J. J. Bernard, manager of station KOMA in Oklahoma City, president of their group. The other officers of the newly formed association are L. F. Bellatti, manager of KSPI, Stillwater, vice-president; George Tarter, manager of KCRC, Enid, secretary; and Proctor Sugg, manager of WKY, Oklahoma City, treasurer.

The officers were elected from the board of directors, chosen in an earlier ballot by the original membership. The board of directors includes, other than officers, Miss Helen Alvarez, manager of KOTV, Tulsa; Allen Page, manager of KSWO, Lawton; Harold King, manager of KHBG, Okmulgee; John Esau, manager of KTUL, Tulsa; and Albert Riesen, manager of KVSO, Ardmore.

Purposes Outlined

President J. J. Bernard outlined the purposes of the Oklahoma Broadcasters Association as an affiliation of AM and TV stations to represent the industry before government and business. He pointed out that newspapers have been organized in the state for years, but never before have broadcasters allied to present a common front for the advancement of the industry and general benefit of AM and TV business.

In further defining the aims of the group, Bernard said that in cases of discrimination against radio as an

**Canadian Set Sales
Show 22% Increase**

(Continued from Page 1)

\$49,351,338, sixty per cent of the sales were table models, 13 per cent consoles, eight per cent portables, and 19 per cent automobile radios, the report said.

**WBBM On Apr. 30 Offers
One-Hour Delay Service**

A one-hour delay service for CBS stations remaining on Standard Time on April 30 will be furnished by WBBM in Chicago and CBS. A special set of lines will carry the transcriptions for the stations not going on Daylight Saving Time, William A. Schudt, Jr., CBS director of station relations said.

The service was first set up in 1948, prior to which, all stations remaining on Standard Time were forced to move up their schedules.

MGM At Blackstone

Sonny Werblin of Music Corporation of America, and Bert Lebharr of MGM Radio Attractions have taken quarters in suite 704-5-6 at the Blackstone Hotel in the interests of MGM's transcribed radio programs. Other executives of MGM and MCA will also be on hand to greet visiting broadcasters.

industry, the OBA would speak with the authority of 25 stations, whereas in the past such matters were contested by only a few.



Big Treat

Andy, the little Orang-outang, from Borneo, is celebrating his second birthday by eating a favorite American delicacy — a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.

FM  AM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

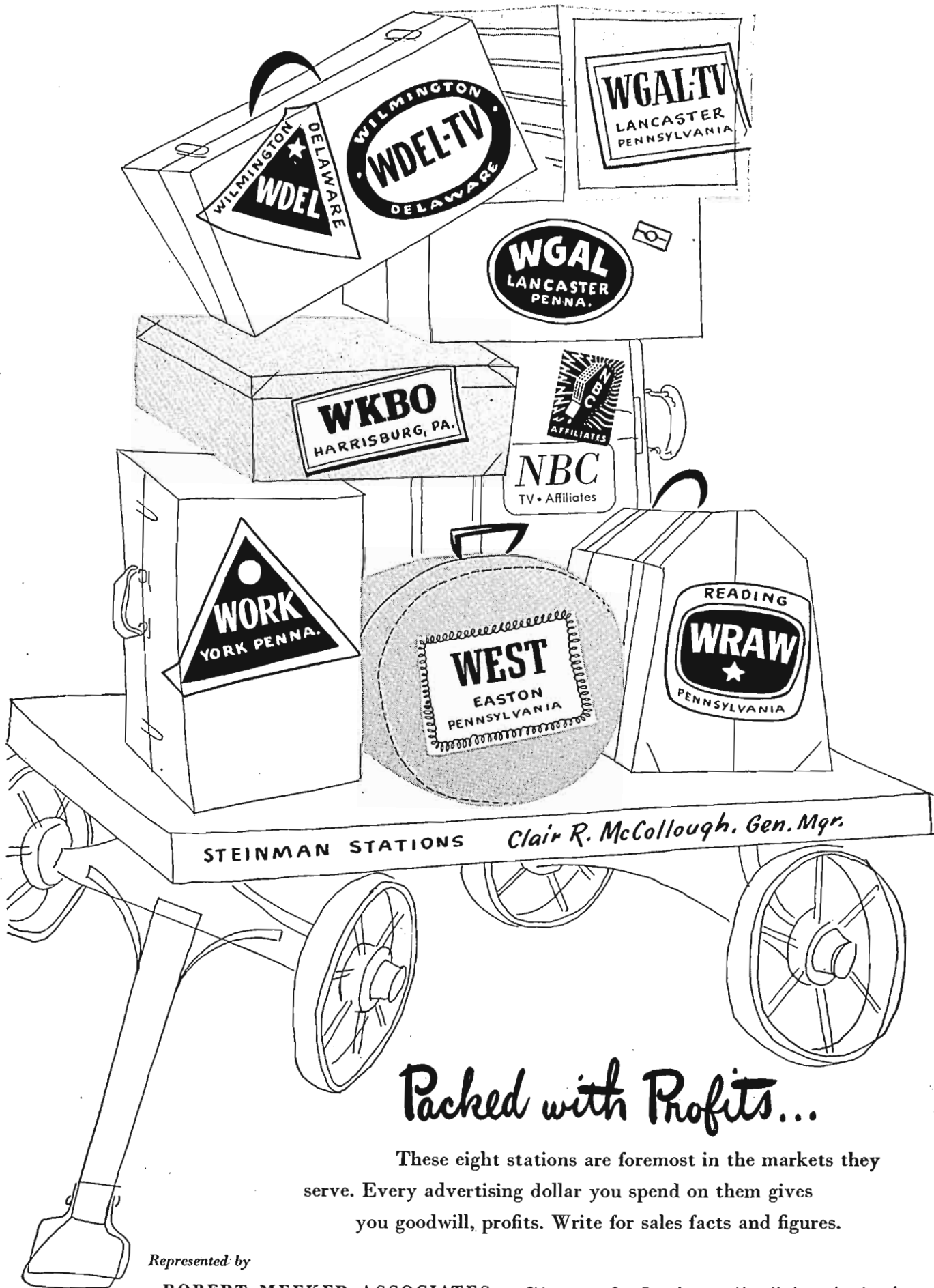
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Packed with Profits...

These eight stations are foremost in the markets they serve. Every advertising dollar you spend on them gives you goodwill, profits. Write for sales facts and figures.

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INDIES, ENGINEERS HOLD FORTH AT NAB

Markham Address Cites Technical TV Problem

(Continued from Page 1)

beset the broadcasting industry. Kobak, principal speaker at the one-day session which attracted 300 broadcasters, didn't offer a cure-all for industry ailments but did give the indies a straight forward insight into his thinking.

The ex-network president and veteran of many years broadcasting thinks that there can be some improvement in NAB's service, he admonishes broadcasters to "don't sell radio short" and urges self regulation in good taste. On the subject of research Kobak doesn't think operations controlled by tripartite boards with administration in the hands of buyers of advertising to be the best system.

G. Emerson Markham, director of the NAB's television department, speaking before an engineering conference luncheon, said that it may be up to the engineering division of television stations to bring program costs more in line with what the advertiser's budget can stand. Since the average crew necessary to present a television program is "four or five times as much" as that used on a comparable radio show, Markham suggested that a sort of "tight little operation" by the engineering department could reduce operating personnel to a point where costs could meet budgets.

Urges More Versatility

Presumably referring to the operations of an average independent TV station with a fairly ambitious schedule, Markham went on to suggest "the need for versatility on the part of (all) the personnel. Illness and vacations are inevitable, and the maximum amount of interchangeability is clearly indicated." He also suggested that "wage scales as between technical and non-technical personnel may be the determining factor in deciding what production positions should be manned by the engineers and which may be handled by non-technical personnel."

Continuing, Markham cited the color squabble, channel allocations, and the "freeze," as but "incidents along the road. They are merely background considerations. Television is here for just one purpose—to entertain, to inform and to serve the public. The end product of all the engineering effort is the show," which, he said, is the payoff.

Aside from the luncheon in the



KOBAK

Boulevard Room of the Stevens Hotel, the engineering conference was presented with several recent technical developments during the sessions. They were told that about 8,700 miles of television network lines and 8,400 miles of audio channels are used in sending TV network programs to 62 television stations in the northeastern section of the nation. The figures were revealed by Charles E. Schooley, engineer for the American Telephone and Telegraph Co.

Other Developments

In other developments at the morning session presided over by John H. DeWitt, Jr. of WSM, Nashville:

A new five-kilowatt air-cooled video transmitter for very high frequency television was explained. Its features are low operating and replacement costs.

Robin D. Compton, of WOIC-TV, Washington, pointed out that engineers should be thoroughly familiar with stations' budgets, which are largely engineering costs.

L. J. Woolf, of RCA engineering products, presented a paper on new supergain antennas for very high frequency television stations.

Pulse Spokesman Heard

Sydney Roslow, director of The Pulse, Inc., speaking on The Out of Home Radio Audience, said that indie stations should be proud of their out of home audience. "It should not be relegated to the status of a bonus audience, but should be measured regularly in all markets," he declared.

Various surveys, showing that the non-home audience listened to indie stations whereas people at home were more inclined to tune in network stations, were cited by Roslow. However, "most of broadcasting's audience—radio or TV—is still the home listening audience," he declared.

Pointing to the radio industry's strengthened confidence that "radio will weather the television storm—that radio is here to stay," Roslow said "the out of home audience has some bearing on the powerful new vigor shown by radio broadcasters."

Kobak Would Move NAB

In referring to NAB, Kobak made some suggestions for improvement of the service. Among them was that consideration be given to moving the main office to New York with a branch office in Washington to take care of the various matters relating to government.

"NAB is primarily a trade and business association and should be nearer to the business of broadcasting," Kobak said. "Too close proximity to Washington often colors the thinking of the leaders. New York or even Chicago would be better locations for the main functions and services to be rendered. And each place would be handier and more convenient for those having business with the headquarters staff."

Commenting on the regional meet-

ings of NAB, the speaker, said they had proven successful and most helpful to the stations "But somehow the annual meeting seems to be steering clear of controversial matters."

Critical of Convention Agenda

"Sectional meetings are important to cover operational problems, but this business has national problems that must be thrashed out at the annual meetings, i.e., standards of practice, research and relations with other associations, broad operating matters, a real program clinic for both broadcasting and TV," Kobak said. "We need more than a few inspirational top level speeches at the annual convention, we need forums, a few free-for-alls, some discussion on editorializing and how to better broadcasters."

"The annual meeting is the one place where men and women from all parts of the country can meet and exchange ideas and work for the broader problems that face us," he continued. "We must swing back to these matters or else the annual convention will turn out to be a dull annual business session. The engineers manage to hold constructive annual business meetings, why not the program, sales and other groups?"

"Don't Sell Radio Short"

Admonishing the broadcasters to "don't sell radio short," Kobak said that the fact that TV is developing is no reason for development of a defeatist attitude in radio.

"There is new life today compared to a year ago when many men seemed to act as if doomsday for broadcasting had been announced," Kobak declared. "Don't be stamped by rate pressure blocs; on the whole radio is still by far the cheapest advertising buy, but more data must be used to get that point over to the buyer."

Rates, if anything have been too low, but don't be priced downward so that you go out of business and the advertiser loses a great means of selling his product. He will be the first to complain if the media is not available. Magazines and newspapers and outdoor are doing well and radio did not put them out of business or lower their rates. Study your product more thoroughly and sell it stronger, with intelligent marshaling of facts and results. Study the basic rate structure and modernize it. That is more important than a wholesale reduction of rates. The present structure is outmoded and needs an industry study with a new pattern of rate making.

Wants "Big Selling"

Kobak made the point that the buyers in many cases are thinking bigger than the sellers. Too few sellers of the media are going out with big program and time packages. He remarked that in a number of recent cases the buyer of advertising or his advertising agency came up with big ideas and bought big packages. The only selling that

DeWitt Describes Air-Cooled TV Transmitter

was done was the selling of each network or station on its values over its competitor. This is the time for men with big ideas to go out and do some big selling.

Discusses Code Enforcement

On the subject of self regulation within the industry, Kobak said:

"Self regulation is the secret of successful business operation in this country and self examination is an important phase of making a business or an industry a success. Perhaps our industry ought to get out its own shade of blue book and take a good look at itself. Let's not wait for some ambitious group in the District of Columbia to get out a new edition. Beat them to it. And then you will have something to discuss at your next convention.

"From time to time, we witness a lapse into bad taste on the part of certain people in radio and TV.

"This brings up the question of self-policing. It's something we must do—or others will attempt to do it for us. And no one wants that.

Calls Offenses Few

"We have Standards of Practice Management has the duty to see that the Standards are lived up to by all. Sometimes it is not easy. But it must be done. The time has come when the idea of self-policing should be taken seriously. A few bad offenses should not be allowed to destroy the many good programs.

"What is there in radio or TV program material of bad or doubtful taste that appeals to a small minority so that these people return to it use from time to time?

"It must be the mistaken notion that there is enough humor or shock value so that it will attract a certain type of listener and help build audiences.

"The idea is obviously mistaken because it never works in the long run. Sooner or later comes the crack-down — from the listening public in the form of tune-outs and complaints.

"The harmful part of crackdowns and their attendant publicity is that the majority of broadcasters who make it a point to be always in good taste are made to suffer along with the offenders. And the industry gets a black eye."

Proposes Organizational Setup

Kobak sees no reason for conflict between AM and TV. In fact, he recommends the development of one broad association in which strong AM, TV and FM divisions function in behalf of the entire industry.

"After trial if NAB cannot serve as a federated service then two separate associations will have to be built to work for their particular membership," Kobak said. "However, let's first give the idea a fair trial and try hard to make it work."

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A complete modern package of unique (1) powerful **sales helps**,
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Another **plus value** for all Associated library subscribers.

1 THE SHOW SELLER ... **it sells shows**

your own personalized sales presentation for *your* Associated shows. There is a special spot for *your* price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid, a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER ... **it builds audience**

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter — there's one for each Show Seller — includes ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, carcard, mail stuffers, post card, window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL ... **it creates profits**

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE

A terrific NEW income-producing medium

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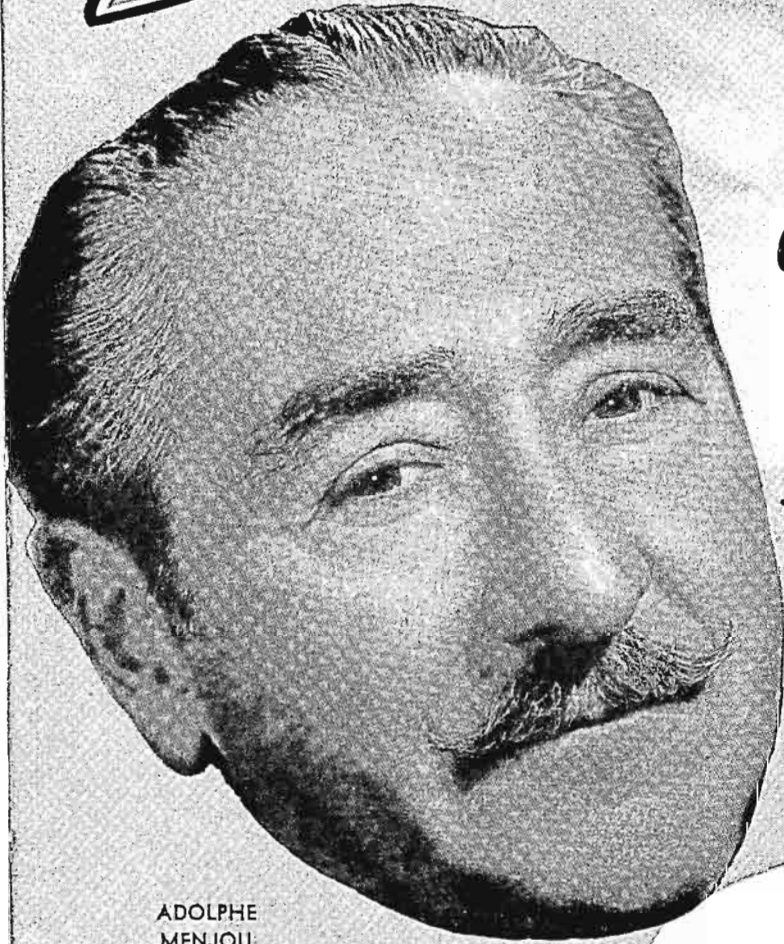


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**TOPS ALL
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**3 COMMERCIALS ON
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BOUGHT BY STATIONS LIKE THESE:

WBSM	New Bedford	100 W. Ind.
WMNB	North Adams	100 W. Ind.
KORE	Eugene	250 W. MBS
KROC	Rochester	250 W. NBC
WFPG	Atlantic City	250 W. ABC
WEIM	Fitchburg	250 W. MBS
WWWB	Jasper	250 W. Ind.
WRDO	Augusta	250 W. NBC
KXLJ	Helena	250 W. NBC
WCOS	Columbia	250 W. ABC
WCLT	Newark	500 W. Ind.
WJCD	Seymour	500 W. Ind.
WLSL	Roanoke	1,000 W. ABC
KXRO	Aberdeen	1,000 W. MBS
WELI	New Haven	1,000 W. ABC
WKOP	Binghamton	1,000 W. MBS
WIOD	Miami	5,000 W. NBC
KOTA	Rapid City	5,000 W. MBS
WNDR	Syracuse	5,000 W. CBS
WIBC	Duluth	5,000 W. NBC
KJR	Seattle	5,000 W. ABC
WNOX	Knoxville	10,000 W. CBS
WOR	New York	50,000 W. MBS
KCMO	Kansas City	50,000 W. ABC
KEX	Portland	50,000 W. ABC
WSB	Atlanta	50,000 W. NBC

... AND HUNDREDS MORE!



Adolphe Menjou and Yverree Teasdale have terrific and continuing appeal for housewives.



They talk about movie greats and music—fashions and food—teen-agers and travel—problem parents and pets—timely headline topics!



Peter, their 12-year old son, completes the family group. Their charm and personality, keep audience interest at a boiling point.

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For Stations And Sponsors!**

THE MENJOUS

HIGHER RATINGS! **LOW-PRICED!**

...or PARTICIPATION SPOTS!

BOUGHT BY ADVERTISERS LIKE THESE:

E. W. Edwards Dept. Store
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 Banner Dairy
 Hemenway-Johnson Furn. Co.
 Awrey Bakeries
 Omaha Public Utility
 Akron Savings & Loan
 Forbes Coffee
 Gill Coffee
 Gill Coffee
 Hafner's Coffee
 Griffin Grocery Co.
 White Lily Flour
 General Electric Appliances
 Philco Appliances
 Wex Soap
 Albers Super Markets
 Cherry & Webb Dept. Store
 Trask's Dept. Store
 Eavey's Super Market
 Taylor Hardware

WGR
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 KCNA
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 KENT
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 KBON
 WHKK
 KXOK
 WMBG
 WTAR
 KQV
 KOMA
 WAPO
 WAAB
 WGAL
 WKRC
 WLOK
 WPRO
 WERC
 WHBU
 KTRE

Buffalo
 Sioux City
 Dallas-Fort Worth
 Memphis
 Phoenix
 Tucson
 Fort Wayne
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 Shreveport
 Detroit
 Omaha
 Akron
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... AND HUNDREDS MORE!



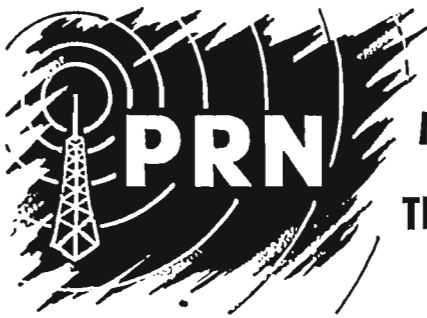
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 MENJOU

See the Amazing Success Story At
ZIV's N.A.B. EXHIBIT
 Suite 500-501, Stevens Hotel, Chicago

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD

ON YOUR STATION!

Hollywood • Guy Lombardo Show • Favorite Story (with Ronald Coleman)
 • Korn Kobblers • Songs Of Good Cheer • Boston Blackie • Philo Vance
 • Blair • Calling All Girls • Old Corral • Lightning Jim • Sparty And Dud
 • For The Best



**MEET THE NETWORK
THAT WAS MOTHERED
BY NECESSITY...**

THE PACIFIC REGIONAL NETWORK

Newcomers to California since 1940 alone represent a LARGER consumer group than the ENTIRE population of 38 other states. This fast flowing tide of new residents (3,833,000 in 10 years) has boosted California to second place in retail sales.*

This mass population shift has created new problems for national and regional advertisers, requiring reshuffling of advertising allocations and the development of new advertising channels to SEEK OUT and sell the consumer. Existing California media lacked the flexibility, the extensive and INTENSIVE statewide coverage to cope with this vast and ever-expanding consumer group. That's why we say the Pacific Regional Network was mothered by necessity.

***SRDS CONSUMER MARKETS 1949-50**

RETAIL SALES POTENTIALS:

NEW YORK	\$13,792,000,000
CALIFORNIA	\$11,080,000,000
PENNSYLVANIA	\$8,504,000,000
ILLINOIS	\$7,771,000,000

EXACTLY WHAT IS PRN?

A network of standard broadcast stations in virtually every significant market in California, linked by high fidelity Frequency Modulation transmission, and united SOLELY to provide national and regional advertisers with complete coverage of this rich state.

WHAT ARE THE ADVERTISERS' ADVANTAGES IN USING PRN?

- Economy—a saving of 20 percent of time costs and elimination of line charges
- A single, easy-to-control, easy-to-promote program
- Local station listening loyalty
- Sales impact through "where to buy it" cut-ins from the local announcer
- Flexibility, free selection of stations, tailor-made coverage
- Time-saving convenience through a single purchase and single billing

If you are looking for a better way to reach and SELL the 10,730,000 consumers in the nation's second retail sales area, write or wire for list of stations and complete details.

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA

CLIFF GILL
General Manager

Hillside 7406

TED MacMURRAY
Sales Manager

PICTURE OF THE WEEK



Chicago—RCA's Thesaurus reversed the honors yesterday when the recorded program service presented Chicago's Mayor Kennelly with a key to the NAB Convention which is being held this week at the Stevens Hotel. Presentation was made by Maribelle Pickell (left) and Betty Dutter, both of whom are stationed at RCA's Thesaurus exhibits at the Stevens this week and have been distributing the keys to Room 512.

World Broadcasting Head Sees ET-Use Increasing **Coy Will Address RMA At Convention In June**

We are entering a phase in the radio industry where programming sales are falling back to the local and regional level and the use of transcriptions will increase at a more rapid rate than ever before, declared John L. Sinn, president of World Broadcasting, Inc., reviewing the transcription picture in connection with the NAB Convention.

"Pin-Point Merchandising"

"Advertisers are withdrawing dollars from network programming and transferring their budgets into pin-point merchandising in specific areas," Sinn declared, and added: "this trend will become more and more marked during the forthcoming months and as a result, advertisers are becoming markedly dependent on transcriptions for comprehensive radio coverage."

"The World transcription library is steadily expanding with new services being constantly added. The latest World feature, to be announced officially at the NAB Convention, is titled 'Forward America,' and is radically different from any other library feature ever offered before. This is in addition to one of the greatest arrays of stars available in any one library service."

(Continued from Page 1)
said Friday. It will be Coy's first appearance before the manufacturers. The convention will cover four days, beginning June 5, and will include meetings of all major groups including the annual membership meetings of all five RMA divisions and the annual membership luncheon. New officers and directors where terms will expire, also will be elected.

The convention arrangements are under the direction of Treasurer Leslie F. Muter as chairman of the convention committee.

Theta Sigma Phi Honors Misses Frederick, Berg

Theta Sigma Phi, national fraternity for women journalists, has made special awards to ABC commentator Pauline Frederick, for radio, and Gertrude Berg, of CBS, for television.

Miss Frederick was honored "for her able coverage and interpretation of events of national and international significance." Gertrude Berg, author and star of The Goldbergs, was cited for outstanding TV work.

In recognition and appreciation of outstanding public service in encouraging promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community it serves

Radio Station **WWJ**

Detroit, Michigan
has been presented a

Radio Station Award
of
One Thousand Dollars
for the year

1949

by

The Committee of Awards
of the
Alfred I. du Pont
Radio Awards Foundation

*WWJ, Detroit's
First Radio Station,
proudly acknowledges
receipt of the coveted
Alfred I. du Pont
Award for 1949*

Advertisers can assure themselves impressive results from sales messages on WWJ, whose prestige and community acceptance lends immeasurable value to any campaign.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

REGISTRATION MANAGEMENT CONFERENCE

Below is the advance reservations for the NAB Management Conference which opens Monday and continues throughout Wednesday at the Hotel Stevens in Chicago:

A

Akerberg, Herbert, CBS, New York, N. Y.
 Albertson, Fred W., Dow, Lohnes and Albertson, Washington, D. C.
 Aldridge, Mahlon R., Jr., KFRU, Columbia, Mo.
 Alexander, John, KODY, North Platte, Nebr.
 Allen, Walter H., KALB, Alexandria, La.
 Allman, Frederick L., KSWA, Harrisonburg, Va.
 Anderson, Elwood C., WEST, Easton, Pa.
 Armand, Jean, Bruce Eells & Associates, Inc., Hollywood, Calif.
 Arnoux, Campbell, WTAR, Norfolk, Va.
 Ashenurst, John, Edward Petry & Co., Chicago, Ill.
 Attcherry, Ellis, WJBC, Bloomington, Ill.
 Autenrieth, J. W., Jr., WKAM, Warsaw, Ind.
 Avery, Lewis H., Avery-Knodel, Inc., New York, N. Y.

B

Baker, Philip M., Radio Attorney, Washington, D. C.
 Baldwin, O. Keith, WERE, Cleveland, Ohio.
 Banks, Bert, WTBC, Tuscaloosa, Ala.
 Barnes, Maurice R., Barnes & Nellson, Washington, D. C.
 Barnes, Wade, RCA Victor Division, New York, N. Y.
 Barnhart, Charles E., WMBD, Peoria, Ill.
 Baxter, E. V., KOAM, Pittsburg, Kans.
 Beatty, Richard V., WOHI, East Liverpool, Ohio.
 Bellatti, L. F., KSPI, Stillwater, Okla.
 Bennett, Sam H., KMBC, Kansas City, Mo.
 Bernarl, J. J., KOMA, Oklahoma City, Okla.
 Bingham, George W., WKIP, Poughkeepsie, N. Y.
 Bishop, Burton, KTEM, Temple, Texas.
 Bishop, Lee, KORE, Eugene, Oregon.

Blackburn, James W., Blackburn-Hamilton Co., Washington, D. C.
 Blackman, E. G., WLAC, Nashville, Tenn.
 Blair, Forrest, Edward Petry & Co., Chicago, Ill.
 Blair, John P., John Blair & Co., Chicago, Ill.
 Blink, M. M., Standard Radio Transcription Services, Inc., Chicago, Ill.
 Bliss, C. Everett, KCIM, Carroll, Iowa.
 Bloomberg, Herbert, Allen B. Dumont Laboratories, Inc., Clifton, N. J.
 Bondurant, Hale, KFBI, Wichita, Kan.
 Bolce, Jr., Hugh K., WEMP, Milwaukee, Wis.
 Bowden, J. L., WKBN, Youngstown, Ohio.
 Brechner, Joseph L., WGAY, Silver Spring, Md.
 Breen, Edward, KYFD, Fort Dodge, Iowa.
 Brennan, H. K., WHIT, Greensburg, Pa.
 Bridges, Loren F., KTIS, Minneapolis, Minn.
 Broman, E. J., Frederic W. Ziv Co., Cincinnati, Ohio.
 Brown, Carleton D., WTVL, Waterville, Me.
 Burke, Frank, Radio Daily, New York, N. Y.
 Brown, R. M., KPOJ, Portland, Ore.
 Bruzek, Walt, KLER, Rochester, Minn.
 Bryant, Bruce, Edward Petry & Co., Chicago, Ill.
 Buchelt, John H., WHJB, Greensburg, Pa.
 Bunker, Harry S., WKIP, Colorado Springs, Colo.
 Bunn, William Joseph, WDSC, Dillon, S. C.
 Brubach, George M., KSD, St. Louis, Mo.
 Burke, Harry, KFAB, Omaha, Nebr.
 Burrow, Robert J., WDAN, Danville, Ill.
 Burrell, M. W., Collins Radio Co., Cedar Rapids, Iowa.
 Burton, Robert J., Broadcast Music, Inc., New York, N. Y.

C

Caley, Charles C., WMBD, Peoria, Ill.
 Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
 Campbell, Don D., WBRC, Birmingham, Ala.

Carey, Sam, WRVA, Richmond, Va.
 Carman, Frank C., KUTA, Salt Lake City, Utah.
 Carroll, Jean, Compton Advertising, Inc., New York, N. Y.
 Carroll, Robert E., WHAY, New Britain, Conn.
 Carpenter, H. K., WIK, Cleveland, Ohio.
 Cartwright, William, Edward Petry & Co., Detroit, Mich.
 Casper, Cy, WBBZ, Ponca City, Okla.
 Cassill, Harold W., WEOK, Poughkeepsie, N. Y.
 Chandler, George C., CJOR, Vancouver, B. C., Canada.
 Chatterton, C. O., KWLK, Longview, Wash.
 Christal, Henry I., Edward Petry & Co., New York, N. Y.
 Christian, L. H., WRFC, Athens, Ga.
 Church, Arthur B., KMBC, Kansas City, Mo.
 Churchill, Dr. Clinton H., WKBW, Buffalo, N. Y.
 Clarkson, Robert J., Columbia Transcriptions — A Division of Columbia Records, Inc., New York, N. Y.
 Clay, Henry B., KWKH, Shreveport, La.
 Clochessy, Henry, Compton Advertising, Inc., New York.
 Cobb, Wilton, WMAZ, Macon, Ga.
 Cohn, Marcus, Washington, D. C.
 Coleman, George D., WGBI, Scranton, Pa.
 Coley, Lem, WRFS, Alexander City, Ala.
 Collins, J. M., ASCAP, New York, N. Y.
 Cook, Charles R., WJPF, Herrin, Ill.
 Cook, George R., WLS, Chicago, Ill.
 Cooper, Virginia N., WJLS, Beckley, W. Va.
 Cornette, Virginia, WHOP, Hopkinsville, Ky.
 Covington, J. R., WBT, Charlotte, N. C.
 Cox, H. Quenton, KGW, Portland, Oregon.
 Cox, James L., Broadcast Music, Inc., New York, N. Y.
 Craddock, Douglas L., WLOE, Lenksville, N. C.
 Cragston, Barney, Frederic W. Ziv Co., Cincinnati, Ohio.
 Craven, T. A. M., Craven, Lohnes & Culver, Washington, D. C.
 Cribb, Wayne W., KIIMO, Hannibal, Mo.
 Crockett, Joe P., WBOB, Galax, Va.

Croker, Wm. J., KDEC, Decorah, Iowa.
 Crosby, Wade, Bruce Eells & Associates, Inc., Hollywood, Calif.
 Crowther, Frank, WMAZ, Macon, Ga.
 Curnutt, Allan, KICM, Mason City, Iowa.
 Curtis, James R., KFRO, Longview, Tex.

D

Deballe, J. Roy, WJDO, Baton Rouge, La.
 Dahl, Howard, WKBH, La Crosse, Wis.
 Davis, Edward, KDFC, Sausalito, Calif.
 Davis, James P., RCA Victor Division, New York, N. Y.
 Dennis, Walter L., Allied Stores Corp., New York, N. Y.
 DeRussy, John S., NBC, New York, N. Y.
 Dewey, Jr., Charles E., WAJR, Morgantown, W. Va.
 Dibble, Murien, Compton Advertising, Inc., New York, N. Y.
 Dietrich, George S., Radcliffe, Inc., Chicago, Ill.
 Dillon, Bob, KRNT, Des Moines, Iowa.
 Dirks, Dietrich, KCOM, Sioux City, Iowa.
 Dohberteen, H. H., Benton & Bowles, Inc., New York, N. Y.
 Doheny, C. W. Toby, Standard Rate & Data Service, Chicago, Ill.
 Dolberg, Glenn, Broadcast Music, Inc., New York, N. Y.
 Dolph, Robert H., KFTM, Ft. Morgan, Colo.
 Donato, Nat V., C. P. MacGregor Co., New York, N. Y.
 Dorrance, Dick, O'Brien & Dorrance, New York, N. Y.
 Dorrell, W. Ward, C. E. Hooper, Inc., New York, N. Y.
 Duckett, Carl E., WBOB, Galax, Va.
 Duval, T. W., KGBX, Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green, & Martin, Washington, D. C.
 Eells, Bruce G., Bruce & Eells & Associates, Inc., Hollywood, Calif.
 Eggleston, J. C., WMC, Memphis, Tenn.
 Ellis, Don S., WWNC, Asheville, N. C.

WOW
Honored by **Billboard**



**FOR THE 8th
 AND 9th TIMES!**

• 1st Award—to Station WOW for the 8th time for PUBLIC SERVICE PROMOTION

• 2nd Award—the 9th Billboard Citation for SALES and AUDIENCE—SALES PROMOTION

• In the 12th National Competition conducted annually by BILLBOARD for Non-Network Stations in the 5000-20,000 Watts Group.

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • ARNOLD HARTLEY, Program Director • ANNE C. BALDWIN, Director Press Relations



4 great songs 4 more coming...

1. "SOMEBODY'S STEALIN' MY BABY'S SUGAR"

words & music by: Vic J. McAlpin

Recorded by:—DECCA—Bob Eaton
 FOUR STAR—Benny Leaders
 LONDON—Casanova Boys
 MERCURY—Doye O'Dell
 TENNESSEE—Ricky Riddle

2. "IF I HAD YOU ON A DESERT ISLAND"

words & music by: Roberts-Piller-Katz

Recorded by:—COLUMBIA—Arthur Godfrey-Janette Davis
 VICTOR—Larry Green

3. "I DIDN'T MEAN TO CRY"

words & music by: Louis Innis

Recorded by:—CAPITOL—Oklahoma Sweethearts
 MERCURY—Judy Perkins

4. "SMOKE COMES OUT OF MY CHIMNEY JUST THE SAME"

words & music by: Vic J. McAlpin

Recorded by:—CAPITOL—Bob Atcher
 TENNESSEE—Ricky Riddle



4

MORE FOR MAY 1st RELEASE;

Jimmy Dickens (COLUMBIA) "F-O-O-L-I-S-H M-E ME"
 Hy-Lo Trio (LONDON) "HARD AS ROCK—COLD AS ICE"
 Red Kirk (MERCURY) "IT'S RAININ' IN MY HEART"
 Primo Scala (LONDON) "AN OLD FASHIONED HAY RIDE"



D. DREYER & CO., INC.

TENNESSEE MUSIC CORP. • BARNHILL MUSIC CORP.

1650 BROADWAY, N. Y. C.

NEW YORK

HOLLYWOOD

NASHVILLE

CHICAGO

10 Years of Confidence



10 Years of Achievement

BMI—A STORY OF FREE ENTERPRISE

Industry Salutes 10th Anniversary of Progress

BMI Publishers Dine As Guests Of The NAB

Strong representation of some of the leading BMI affiliated publishers will be the guests of the NAB at luncheon tomorrow at the Stevens Hotel, when the industry trade association pays tribute to the radio owned music licensing and publishing organization.

Along with other BMI officers, Robert J. Burton, vice-president in charge of publisher relations for BMI, will host the music men during the course of their stay at the NAB's 29th Annual Convention.

Among the publishers attending are:

Jean Aberbach, Hill and Range Songs; Nick Campbell, Campbell Music, Inc.; Murray Cole, M. M. Cole Corp.; Joe Davis, Beacon Music; Dave Dreyer, D. Dreyer and Co.; Bob Gilmore, Peer International Corp.; Happy Goday, Goday Music Co.

Harry Goodman, Regent Music Corp.; Jerry Johnson, Michael Music Co.; Jack Johnstone, Johnstone-Monteil, Inc.; Dave Kregel, Republic Music Corp.; Herbert Marks, Edward B. Marks Music Corp.

Bobby Mellin, Mellin Music, Inc.; Harold Moon, BMI, Canada; Al Porgie, Porgie Music Corp.; Fred Rose, Acuff-Rose Publications; Arnold Shaw, Duchess Music Corp.; Henry Spitzer, Spitzer Songs; Nat Tannen, Tannen Music, Inc.

United Front of Amer. Broadcasting Made Industry History In Music Field

By FRANK BURKE, Editor, RADIO DAILY

Ten years ago the broadcasting industry organized a new music and licensing and publishing firm, with the brave hope that it would in some way ameliorate a monopolistic condition which had beset them throughout the 20 years of the existence of commercial radio. Performing rights costs for the use of copyrighted music had mounted consistently and in 1939 the dilemma was the most serious to date.

Today, the broadcasting industry is sole owner of Broadcast Music, Inc., an organization owning and controlling the copyrights of several hundred thousand compositions of every possible category; more than 130,000 of which is recorded and in active use throughout each broadcast day, in accordance with a station or network's programming, for that day. These recordings, on records and transcription do not include the copyrighted arrangements of public domain works, and are all copyrights in the strictest sense of the word. During the year of 1949, actual logged performances of BMI music exceeded 18,500,000 usages on station and network.

The most important part of this success story is, however, (Continued on Page 15)

Headlines Tell Story Of Formation Of BMI

The story of the birth of BMI and the formative period of 1939 and 1940 is best told in the RADIO DAILY headlines of that period. Following are some of the lead items from day to day which chronicled the progress of the organization:

NAB COPYRIGHT MEET MARCH 13

Washington — NAB convention is slated for Atlantic City, July 10, at the Ambassador Hotel. . . and canvass the suggestions covering the copyright field which have been solicited from several attorneys studying the question. . . March 13, 1939.

OKAYS COPY'T ACTION

Chicago—Ninth NAB district of the NAB unanimously adopted a resolution endorsing the copyright action taken by the NAB committee in New York last week . . . March 28, 1939.

OK COPYRIGHT RESOLUTION

Atlantic City—Report of the NAB copyright committee with President Neville Miller as chairman, was heard yesterday afternoon with the result that a resolution was adopted which may bring a fall meeting of the NAB next September . . . July 13, 1939.

TAX-FREE MUSIC SENTIMENT

With the outcome of the NAB-Ascap negotiations a problematical affair, the general sentiment among broadcasters and transcription companies is for a more extensive tax-free library . . . July 20, 1939.

(Continued on Page 29)

Industry Leaders Salute BMI

THE broadcasters of America, beneficiaries of BMI's successful operation, join heartily in congratulating it upon its tenth anniversary.

Ten years may be a very short time comparatively speaking, but a decade such as the one now closing for BMI would occupy as much space in the story of our times as many a quiet century does in recorded history. It has been a decade filled with tensions and dangers which ripen and mature; embracing as it has a great world war, followed by a period of difficult but successful reorganization of the world's economy. It has been a decade in which music and the ready availability of music have been of primary importance to men and women everywhere. The flood of fine music poured into broadcasting by BMI during those years has been a magnificent contribution.

American broadcasters will not soon forget the beginning of those ten years nor the beginning of BMI. Conceived in a time of great need BMI has more (Continued on Page 23)



MILLER

Canadian Brothers

BMI's anniversary is being celebrated by BMI Canada, Ltd., and its many subscribers throughout the Dominion. The BMI directors in Canada are Ernest Bushnell, Canadian Broadcasting Corporation; Phil Lalonde, CKAC, Montreal; Donald Mason, Canadian Broadcasting Corporation; Marcel Ouimet, CBC; Harry Sedgewick, CFRB, Toronto and Jack Slatter, Radio Representatives, Ltd., Toronto.

Reminiscing

The old guard of BMI gathering in Chicago, have been spinning many yarns reminiscent of the days of "Jeannie With the Light Brown Hair." Among those who can recall some of the earlier experiences in fighting the good fight is Neville Miller, Washington attorney, who was president of NAB during the days of the ASCAP battle.

*Here's a musical toast
to you from us*

and for good measure!

"CHUG-A-LUG"

THE DRINK IT DOWN SONG

"TWO-FACED HEART"

Recorded by

KAY KYSER

COLUMBIA

DICK MANNING

COLUMBIA

COUNTRY WASHBURN

CAPITOL

RAY BLOCK

HI-TONE

EDDIE (PIANO) MILLER

RAINBOW

MERRY MUSETTE ORCH

VICTOR

Recorded by

GORDON MAC RAE

CAPITOL

DICK MANNING

COLUMBIA

THE HOMESTEADERS

LONDON

EDDIE (PIANO) MILLER

RAINBOW



MICHAEL MUSIC COMPANY, INC.

1619 BROADWAY NEW YORK 19, N. Y.

JERRY JOHNSON, Gen. Mgr.

LARRY TAYLOR, Prof. Mgr.

NEW YORK - MURRY SPORN • CHICAGO - PHIL MILLER • CALIF. - EDDIE SHAW

10 Years of Confidence



10 Years of Achievement

Formative Years of 1939-40 Were Eventful

Summer Of 1939 Brought First Music Confab

(Continued from Page 13)

that all this vast store of musical repertoire and its use in radio field may be set down as having cost the industry nothing. For the simple fact is, the industry is paying less in millions of dollars under current contracts with both BMI and Ascaphan than it would have paid (and would be paying) under the terms of the proposed Ascaphan license fee of more than seven per cent. Thus the combined payments now are less than the single Ascaphan payment would have been, had there been no effort on the part of the broadcasters to set up their own independent source of supply of music. In other words, the introduction of competition into the performing rights field for use of copyrighted music effectually lowered the cost, expanded the repertoires available and created entire new catalogs in all classifications.

The broadcasters actually now receive more music for less money. And yet, writers and publishers are receiving higher compensation for their efforts than ever before.

It does this because of BMI, long since an internationally known organization and one of the largest of its kind in the world. It has reached its current status via hard work and vision on the part of its "guiding geniuses" in the form of its officers and board of directors, the latter representing a cross section of the broadcasting industry's representatives.

Perhaps it is well at this point to note the circumstances surrounding and leading up to the organization of BMI.

* * *

The broadcasting industry felt it was in a vise and actually it was—at the mercy of a monopolistic vise at that—for there was no other vise to turn to, just to see if it squeezed any the less. Many efforts to break the hold took place, many stormy NAB conventions centered its entire sessions to such ways and means. Somehow the formula and the right man or group was lacking, nor was there the foresight and know-how. As far back as the early 1920's a group of broadcasters set up a loft filled with orchestrations and other music, all stamped "tax free." Likewise the motion picture exhibitors sought to issue their own music similarly stamped — all doomed to failure as money and organization ran out.

* * *

So it went until the summer of 1939. The National Association of Broadcasters held its annual convention in Atlantic City. July 10-13, and there the NAB Music Com-

Up-to-the-Minute Statistics

Indicating the expansion of BMI services, the research department of the industry music organization yesterday released some new statistics. The information includes: BMI serves 22 networks; 2082 AM radio stations; 394 FM stations; 94 television stations; 150 Canadian radio stations; 1362 music publishers and their composers and authors.

mittee appointed by the trade association to negotiate a new contract with the American Society of Composers, Authors and Publishers, reported that it had been unsuccessful in obtaining a proposal from that organization. Proposal was sought on the terms to be met when the current pact between Ascaphan and the broadcasters ran out on December 31, 1939. Nearly 400 stations represented at the Convention (there weren't as many stations nor NAB members then) all went on record as endorsing the position of an equitable payment for the use of music by radio and at the same time authorized its negotiating committee to continue its efforts to set a new agreement. Also, the broadcasters sought a clause permitting such stations as wanting it, a per-piece or per-program license, should they not desire a costly blanket license, based on all their revenue and programs, whether or not it was all music.

At the same time the Convention authorized its Committee to take steps to provide music other than Ascaphan in the event further efforts at a new pact failed and a special convention was to be called in Chicago not later than September 15, 1939, to vote such funds as were needed for such measures. Meanwhile the NAB Committee was to meet with an Ascaphan committee on August 3. On that date a lone Ascaphan official, the late John G. Paine, general manager, stated that the president (Gene Buck) had gone off on an extended vacation and that he himself (Paine) had no authority to discuss a proposal, since there wasn't one to discuss. This was an affront that the NAB group could not afford to laugh off. They did not want a repetition of the 1932 contract signing which came off at the very last minute and there was no alternative but to sign up or play no popular music on the air.

* * *

Without ado the committee set the proposed special convention in Chicago for September 15, and there the machinery was set in motion to set up "an independent source of supply of music." At the same time, a young New York attorney and copyright expert, Sydney M. Kaye, was appointed as special counsel and he quickly proceeded to crystalize what the broadcasters had in mind. He came to the September 15 meeting and presented a plan for setting up a music licensing organization that would be the property of the broadcasters, all prepared within the month.

In Chicago, some 250 broadcasters

who meant business, were in attendance at the NAB special meeting and they put the bite upon themselves for 50 per cent of their 1937 Ascaphan fees, pledging themselves to a minimum of \$1,500,000 to get the proposed new music organization under way. One month later, October 14, 1939, the State of New York granted a corporate charter to Broadcast Music, Inc. Almost coincidental, the president of Ascaphan, Gene Buck, set up a new committee to draft a radio contract. The newly born BMI under the leadership of Sydney Kaye was now closing ranks in its drive to organize and on February 15, 1940, BMI was declared operative. Exactly 246 stations pledged \$1,140,375 as a starter. Ten years ago April 1, 1940, BMI began licensing radio stations.

* * *

For the first time all broadcasters presented a united front on a specific issue, without exception. Five weeks previous on March 21, Ascaphan had suddenly called to its offices special group of hand picked broadcasters, network and station men, and presented to them its new terms for use of its music on and after January 1, 1941. It was a 100 per cent increase in Ascaphan revenue from radio, particularly from networks and large stations. Some almost bankrupt small outlets who were barely weathering the depression and had little income anyway, were going to be let off lightly. The salvation of most of these outlets was in joining a network, but the prohibitive fees placed on networks would have precluded money being available for them if they joined. Thus it was perceived that a "divide and conquer" method was afoot and the new Ascaphan terms were rejected.

* * *

Objective of BMI and the broadcasters was to build up a huge stack of non-Ascaphan music to keep station and network on the air after December 31, 1940. BMI went about coordinating an ample body of good music of every classification not controlled by Ascaphan. This non-Ascaphan music was obtained from three principle sources:

(1) Popular songs by independent authors and composers, (2) music of non-Ascaphan publishers and performing rights societies, and (3) new copyrighted arrangements of music in the public domain.

In August of 1940, at the NAB Convention in San Francisco, BMI was able to report it had pledged from 336 stations comprising about 80 per cent of the industry's dollar

BMI Organization Gets Underway In 1940

volume. During the same month, BMI had its first song on the Lucky Strike Hit Parade, "Practice Makes Perfect." Activity at BMI continued at a feverish pace for the broadcasters knew that Ascaphan's proposal for 3½ per cent for small stations to 7½ per cent for the major networks, payable at the source of clearance would "save" some stations money but add millions to the total cost to the industry. It was held that the new rates would mean economic destruction to an important section of the industry and the proposed new Ascaphan contracts were rejected by the majority of stations including the networks.

* * *

By now, as 1940 rolled along, BMI found itself the world's largest music publisher, and as the new center of this industry was shipping 100,000 units per week. It was occupying 25,000 square feet of office space and had a payroll of 275 full-time employees. The Production and Arranging Department employed more than 100 arrangers, copyists, proofreaders and autographers, including all the members of the New York Autographers Union.

* * *

Of course, BMI was functioning primarily as a performing rights organization and not as a music publishing firm. For the first time in the history of the United States, a system was set up whereby composers and publishers could be compensated on a basis proportional to actual use of their music. Previously only network performances had been checked. In cooperation with Dr. Paul S. Lazarsfeld, director of Columbia University's Office of Radio Research, a sampling system of radio station performances was set up, which proved an accurate guide to the use of music by the broadcasting industry.

In December of that year BMI made a deal with the E. B. Marks Music Corp., one of the initial catalogues along with Ralph Peer Enterprises, Mexican, Cuban and other Latin-American music, M. M. Cole, and G. Ricordi & Company, for the rights to its catalog, built up over a period of a half-century. This took in many standards, Latin-American and popular music. It was the first break in the solid ranks of ASCAP publishers and broadcasters took heart anew. This was December, 1940 and at the end of the month, the broadcasters through BMI would be 100 per cent on their own as to music. It was deemed in many quarters that a last minute settlement would take place and third parties sought to bring both sides together. It was probably a question

(Continued on Page 19)

10 Years of Confidence



10 Years of Achievement

A Partial List of the Hits We Have Contributed to **BMI** in Ten Years

I Gotta Have My Baby Back Slipping Around

Second Hand Heart I'll Never Slip Around Again

Unfaithful One Perfidia Frenesi Besame Mucho

Amor Rockin' Chair Mule Skinner Blues Brazil

Georgia On My Mind Some Other World Green Eyes

You Belong To My Heart Tico Tico Baia Maria Elena

Kentucky Waltz You Are My Sunshine Born To Love

I Love You So Much It Hurts Live And Let Live Adios

Thinking Tonight Of My Blue Eyes Makes No Difference

Magic In The Moonlight Pan Handle Rag Utah Trail

Treasure Untold My Adobe Hacienda Lazy River

Night Train To Memphis My Daddy Is Only A Picture

Columbus Stockade Blues Honey Bee My Honey Bee

Sweethearts Or Strangers Keep On The Sunny Side

Wabash Cannon Ball I Hung My Head And Cried

When My Blue Moon Turns To Gold No Letter Today

I'll Keep On Lovin' You Shackles And Chains

Tellin' My Troubles To My Old Guitar Rosalita

PEER INTERNATIONAL CORP.
MELODY LANE PUBLICATIONS, Inc.





HERBERT V. AKERBERG
Vice-President, CBS



JOHN ELMER
President, WCBM
Baltimore



WALTER EVANS
President
Westinghouse Radio Stations, Inc.



CARL HAVERLIN
President, BMI



WILLIAM S. HEDGES
Vice-President, NBC

B M I

BOARD OF DIRECTORS

Industry representatives who control the destinies of Broadcast Music, Inc. They are elected annually, but some have served the organization (and the industry) for many consecutive years.



HERBERT HOLLISTER
President, KBOL
Boulder, Colo.



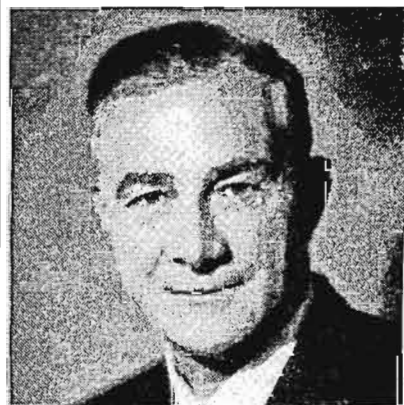
LEONARD KAPNER
President, WCAE
Pittsburgh



SYDNEY M. KAYE
Vice-Chairman; v.-p., and general counsel,
of BMI



JOSEPH A. McDONALD
Vice-President, ABC



JUSTIN MILLER
Chairman; President of NAB



PAUL W. MORENCY
Vice-President, WTIC
Hartford



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Managing Director, WSB
Atlanta



J. HAROLD RYAN
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Fort Industry Co. Stations



JAMES E. WALLEN
Vice-President, MBS

10 Years of Confidence  *10 Years of Achievement*

Currently

I
DON'T
KNOW
WHETHER
TO LAUGH
OR CRY
OVER
YOU

In Preparation

TODAY TOMORROW AND FOREVER

Congratulations to B M I
on Their 10th Anniversary

PORGIE MUSIC CORPORATION

1619 BROADWAY

Circle 6-3864

NEW YORK CITY

10 Years of Confidence



10 Years of Achievement

2,800 Stations Now Listed as BMI Licensees

Repertoire Shows Expansion Of Catalogue

(Continued from Page 15)

whether one side or both were in the position of whistling in the dark. Broadcasters had already practiced non-ASCAP runs, networks had advised sponsors and others to get a new theme song wherever necessary. The publicity battle grew apace.

The big blowoff of the year, any year, when people are apt to be listening to music or singing it, is New Year's Eve; and New Year's Eve of 1940 was the last minute of the contract running out. Radio no longer had the right to perform Ascaph music. This was tense drama and anxiety for the 600 stations and radio executives along with BMI, particularly one Sydney Kaye, and of course the NAB. It was anticipated that there would be inadvertent infringements by the wholesaler, but along that line careful preparation paid off and nothing happened. No suit was filed by Ascaph for infringement; no great rush of mail to protest certain music being off the air, in fact, virtually no letters at all. Preparations had been made to have boys pick up the protests and arrangements made for large scale replies. There were none to be made.

The big rush in music production at BMI went along industriously, culled from E. B. Marks, M. M. Cole, AMP catalogs and others along with P. D. arrangements and BMI's own newly produced songs. Recording and transcription companies cooperated since this was the only means of having their product bought and played on the air. The Hit Parade managed to find ample material to keep its program going full blast, likewise all other commercials and sustainings.

As 1940 drew to a close, the Department of Justice interested itself in the struggle. A criminal action was started against ASCAP. An old civil action against ASCAP was revived, and BMI, early in 1941, signed a Consent Decree which was intended to serve as a guide for an ASCAP Consent Decree and which was subject to revision if the Government ultimately entered into a different type of decree with ASCAP. Such revision ultimately took place.

Music production at BMI was rapidly increasing. In addition to its own songs the product of its new affiliates began to make the Hit Parade also. Thus, such songs clicked as "Tico Tico," "Perfidia," "Amapola," "Beseme Mucho," "Brazil" and "Frenesi" and many others. There was ample long-haired stuff from the Ricordi catalog, enough to eventually comprise complete programs for the famed Arturo Toscanini. BMI hits of that day (and

since) are a matter of music history. Advertising agencies and their clients on the air agreed to play ball with the broadcasters in the name of doing anything that would contribute to lower costs. Lower music cost was of interest to them. So BMI and the broadcasters carried on as the year 1941 grew by the usual weeks and months.

In October of 1941, after 9 months of being off the air almost 100 per cent, Ascaph signed the networks and stations to new 9-year pacts with a proviso for a renewal for an additional 9-years at the same rate. The new rate agreed upon was 2 3/4 per cent for networks programs and 2 1/4 per cent for local shows under blanket license. This compared with a former 5 per cent that was paid on the terminated pact and the 7 1/2 per cent that was demanded for the renewal. BMI had already paid for itself and justified its existence.

Although there were approximately 600 stations who as stockholders had underwritten BMI, some were loath to continue or on the fence, others who had been given a free ride were also pondering the situation. Ascaph was back, why a BMI? An energetic vice-president in charge of station relations for BMI took to the road. Carl Haverlin toured the country completely and when he returned hundreds of station contracts were in the fold—to remain. Destined to become BMI's first paid president, several years later, Haverlin had done yeoman work for the organization since its inception, in station relations. BMI had brought competition and freedom from a monopoly into the radio music field. Now it had to face competition and the true test of its worth.

Radio performances of BMI music has shown a steady climb. In 1944 for instance BMI had a logged radio performance of a little over 5,000,000. In 1949, 18,200,000 performances were logged, and increase of 28.48 per cent over 1948. There is every indication that the current year of 1950 will see an increase similar to that of 1949 over 1948, perhaps 29 per cent for an estimated total of over 23,000,000 logged performances.

As a performing rights organization, BMI has branched out. Other fields have found BMI music needed in their business, and this led to some 3,500 hotels night clubs, ballrooms, skating rinks and other users of music to be licensed by BMI. Additional such licensees are signed daily, to music users. A film synchronization rights department has long since been established in Hollywood.

Since its inception, BMI has given television rights to its music on the same basis as radio.

Perhaps the all-important test of what broadcasters think of their

own music establishment is the fact that they renewed their 9-year license pacts with BMI 15 months before the current ones were to terminate. President Carl Haverlin, in order to avoid the expense of more than 2,000 personal letters sent out a mimeographed letter stating that station renewals were desirable for a 9-year period from May 1950. In a matter of a few short months, more than 2,000 stations had signed and returned their contracts.

Today there are nearly 2,800 radio station licensees in the United States and Canada, all in the BMI fold. The breakdown: 22 national and regional networks; 2,082 AM outlets; 394 FM and TV stations; also 150 Canadian stations. Over 1,300 authors, composers and publishers are affiliated with the organizations, on the production ends.

Free enterprise in its highest sense is indicated in the BMI publisher list, some pioneer affiliates, and others that joined enroute during the past 10 years. Nourishing publishers into the big-time is an art in itself. Publishers to win must only have the Gods on their side but add this asset to their own good judgment in picking and backing songs destined to hit the top. BMI has been fortunate in being affiliated with the best publishers available to it. A recent example is last fall. Every summer is the doldrums for publishers, particularly sheet music and record sales. The statistics show that BMI and its publishers never let the summer knock them off. They worked all the harder because of it and beat it. Last summer saw all publishers sweating it out while the big array of "South Pacific" tunes held sway.

It was BMI and its affiliated publishers who pushed the "South Pacific" songs out of the top positions in all trade paper charts, sales, in piano copies and recordings. For out of the summit came such BMI hits as "You're Breaking My Heart," "Roomful of Roses," "Jealous Heart," and "Slipping Around." Plus of course some others. These four however were all on the Lucky Strike "Hit Parade," four out of a possible seven which were in the group, each week. There followed such powerful hits as "Chattanooga Shoe Shine Boy" a many-week Number 1 "Hit Parader," "Rag Mop" in the same company and "Daddy's Little Girl." These were well backed by such tunes as "Marta," "Cry of the Wild Goose," "There's An X in the Middle of Texas," "Wedding Samba," "I Gotta Have My Baby Back," "Have I Told You Lately That I Love You," "Peter Cotton-tail," "Did Anyone Ever Tell You Mrs. Murphy," "Broken-Down Merry Go-Round," "Zing-A Zing-A Zing Boom," "Sugarfoot Rag," "Swamp Girl," "Wanderin'" and a host of others now current.

Trade paper charts which cover the country on all points—coast-to-coast show BMI in a consistently fine position. For instance, on "Most

Strong Position In Both Radio and TV

Played Juke Box (County and Western Records)" BMI licensed songs take it 100 per cent; On "Folk Records Played by Folk Disc Jockeys," BMI stands 100 per cent; on "Best Selling Retail Folk Records," BMI is 90 per cent; "Best Selling Retail Rhythm and Blues Records," BMI is again 90 per cent of the total listings. And on "Most Played Juke Box Rhythm and Blues Records," BMI according to last week's box-score, was 91.7 per cent. There are other equally impressive ratings, both as to network and local performances as well as sales in music and recordings, which hold consistently strong throughout the year.

To take a fast alphabetical gander at the BMI publishers who deserve great credit for their enterprise and actual performances. Some of the most active should be taken into consideration. Acuff-Rose, a bulwark in the country-music field along with its other activity, has supplied many a hit as well as being currently represented on the "Hit Parade"; Adams-Vee & Abbott, Inc., is another staunch supplier of folk music; American Music, Inc., now has current hits but in the past has developed the type that automatically join the "standard" classification; Beacon Music, has the veteran Joe Davis at its head, it was Joe who came through with the current top sheet-music and record seller, "Daddy's Little Girl"; Beechwood Music (Capitol Records) is a strong BMI link on the Coast; BMI of course has its own publishing firm with two current hits riding, such as "Down the Lane" and "Playing." Julian Stearns heads up the professional department; Campbell Music, under the guidance of Nick Campbell, always has something hot in the way of a song, including his current "But Me I Love You"; M. M. Cole Corp., of Chicago, one of the pioneer BMI publishing houses is well established in various categories as well as transcription libraries and folk music; and there are such pioneer BMI music firms as Peer International Melody Lane, Regent Music, (Benny Goodman), Republic Music with Sammy Kaye, E. B. Marks Music Corp., a 50-year-old house of vast repertoire; Hill & Range, wherein the Aberbach brothers continuously start folk songs only to groom them into powerful pop hits; Johnstone-Monte, Henry Spitzer, a veteran of Tin Pan Alley, Tannen Music, Lois Music (King Records) and many others. Bobby Mellin of Mellin Music typifies the gressive publisher, a BMI alumnus by the way.

Apart from these there is Associated Music Publishers, now a wholly-owned subsidiary of BMI with an international repertoire of serious music.

BROADCAST MUSIC INC.

it's **YOUR anniversary**

22 NETWORKS

2082 AM RADIO STATIONS

394 FM RADIO STATIONS

94 TELEVISION STATIONS

150 CANADIAN RADIO STATIONS

**1362 MUSIC PUBLISHERS and
their Composers and Authors**

(as of April 1, 1950)

too!

5





" DID ANYONE
EVER TELL YOU,
MRS. MURPHY? "

PERRY *tells the way it sells on*

RECA VICTOR Record { No. 20-3684
LP 45-3211

JOHNSTONE-MONTEI, INC.

B.M.I.



JACK JOHNSTONE
1619 Broadway
New York 19, N.Y.

LEW BUTLER
54 W. Randolph St.
Chicago, Ill.

HERB MONTEI
6087 Sunset Blvd.
Hollywood, Calif.

10 Years of Confidence  *10 Years of Achievement*

Industry Leaders Salute BMI

(Continued from Page 13)

than fulfilled its promise. It is already, even on its tenth birthday, a great institution. Broadcasters everywhere may well be proud of the part they have played in its formation and its support.

And so we extend to Broadcast Music, incorporated, our heartiest congratulations and our best wishes for many more such decades of outstanding service to American broadcasting and to the American people.—*Justin Miller, president National Association of Broadcasters.*

“THE directors and staff of BMI are to be congratulated for the success of their enterprise over the past 10 years. The overwhelming vote of confidence and acceptance for the BMI organization during these formative years is clear evidence of the useful position BMI fills in the broadcasting industry today and in the world of music in general.”—*Frank White, president, Mutual Broadcasting System.*

“BMI is a living example of what can be done under the American spirit of free enterprise. It is a testimonial to the men of the broadcasting industry who produced a united front and shared the 10 years development of the organization. BMI’s future is assured. Under good leadership we are headed to greater accomplishments.”—*Jack Weldon, WWOD, Lynchburg, Va.*

BMI certainly is entitled to take time out on its 10th anniversary to receive a well earned congratulations of all of us for its solid achievements in the past decade. It has performed a great service to the broadcasting industry. It has opened the door of success to composers, who without such opportunity, might never have achieved the place in recognition they so richly merit. Had BMI never come into existence, American music and American radio would be without much of the creative vitality and freshness of inspiration they possess today.—*Frank Stanton, president Columbia Broadcasting System.*

“THE ten year existence of Broadcast Music, Inc. has truly been a decade of progress. BMI has grown in service and influence on merit alone. It has sought no special favors but has achieved its position in the entertainment world through providing music which has met great favor with the American public. This gives BMI a foundation of solid substance upon which an enduring organization of service has been built.

I extend to the officers and directors of BMI my congratulations on a good job well done.”—*Joseph H. McConnell, president, National Broadcasting Co.*

THE progress of BMI for the first ten year period of its existence is really gratifying. I am sure that none of us who were instrumental in organizing it had a full realization of the extent to which it would make itself felt, not only in the broadcast business but throughout the entire entertainment field. BMI is a remarkable example of an industry-owned corporation which has not only contributed a substantial amount of usable material for the benefit of the industry but has in addition been a means of providing broader opportunities for a large number of writers, composers, and publishers. On BMI’s 10th Anniversary I am happy, personally and on behalf of the American Broadcasting Company, to compliment the management of BMI on its achievements.—*Mark Woods, Vice-chairman of the Board, American Broadcasting Co.*

BMI is to be congratulated for the magnificent job it has done in a short ten years, not only for our radio industry, but for the

(Continued on Page 25)

*A Great Song
starts a Great Firm*

I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS

Recorded by

Capitol . . . DEAN MARTIN	National THE RAVENS
with Paul Weston Orch.	Rainbow . . . VOCAL GROUP
Decca . THE ANDREWS SISTERS	Tower KEN CARSON
Decca . . . PAULA WATSON	Victor LARRY GREEN
Mercury PATTI PAGEand The Honeydreamers

Transcribed by

Capitol JAN GARBER Langworth . . RAY ANTHONY



Goday Music Corporation

1619 Broadway, New York, N. Y.

GEORGE WALD	BENNY ROSS
1537 N. Vine St., Hollywood, Calif.	1619 Broadway, New York

10 Years of Confidence



10 Years of Achievement

2 Great Hits!!

1 BUT ME, I LOVE YOU

by CY LEVITAN

MARY MARTIN and ARTHUR GODFREY on Columbia No. 38744
(THEIR ORIGINAL RECORDING AS A DUO)

CLIFF FERRE and EVE YOUNG on London No. 659

JIMMY DURANTE and BETTY GARRETT on MGM

2 DREAMBOAT RENDEZVOUS

by MANNIE BANKS

JACK FINA on MGM No. 10671

CAMPBELL MUSIC INC.

1619 BROADWAY

NEW YORK 19, N. Y.

10 Years of Confidence



10 Years of Achievement

Industry Leaders Acclaim Progress of BMI

(Continued from Page 23)

entire field of music and diverse music users as well. It is a privilege for us here at WIP to salute BMI and its staff on this tenth anniversary year, and to say we're looking forward to many more years of close association and successful relationship with BMI—*Benedict Gimbel, Jr., Pres. & Gen'l. Mgr., WIP, Philadelphia.*

CONGRATULATIONS from us on your 10th anniversary. The quality of your music has been a real asset to our station which features music and the service rendered by your programs has been excellent. We are proud of you.—*Tom Tinsley, WTHH, Baltimore, Maryland.*

IT'S certainly fitting and proper that we salute BMI on its tenth anniversary. Today's position of BMI must even exceed the fondest dreams of Carl Haverlin and Sydney Kaye as they stumped the country on its behalf a decade ago. Congratulations are due them and their great team of associates for building and expanding a source of music great in quantity, and quality broadcasters have played a part in building BMI too and as long as we give BMI music the air time it deserves, BMI will continue to grow. Let's remember that BMI means "Broadcast Music"—*Craig Lawrence, WCOP, Boston, Mass.*

BMI, the broadcasters own child, has in ten years come of age. Proof of its maturity is the increasing number of BMI songs at the top of the hit song lists. Congratulations are due to all concerned, from the music librarian at the smallest station to the top officials at Broadcast Music itself. May BMI continue to grow with radio and television to a ripe old age.—*Robert W. Booth, WTAG, Worcester, Mass.*

MAY we extend sincere congratulations to BMI on their tenth anniversary and add our best wishes for the great future we in radio and television are facing. BMI has been an asset to the industry during these ten years and we are certain the organization will be of even greater service in the years to come.—*Frank P. Schreiber, WGN, Inc., Chicago.*

THE entire broadcasting industry should salute Broadcast Music, Inc., on its 10th anniversary, with deep appreciation of the tremendous job it has done since first organized. Special tribute should be paid to Sydney Kaye, Carl Haverlin, and Robert Burton, and the board of directors of NAB, as well as the board of directors of BMI, for the sincere and excellent job they have done through the years. WOW, WOW-TV, and KODY sincerely appreciate BMI, and salute it through RADIO DAILY.—*John J. Gillin, Jr., WOW, Omaha, Nebr.*

OUR enthusiastic congratulations to BMI on its tenth birthday. The entertainment world, broadcasting in particular and the public in general have benefited from BMI's miraculous rise to its position of leadership. Especially do we in radio owe deep appreciation to BMI and those who guided it to success.—*Hugh B. Terry, KLZ, Denver, Colo.*

FEW of us have fully to appreciate the effective and significant service which BMI has rendered to radio throughout its ten year span. A child of necessity it solved the emergency for which it was created and thereafter became a permanent and valuable factor in the industry. It is only fitting that on its tenth anniversary

(Continued on Page 27)

Here it is, BMI...

Your key to the convention

—and with it
go **THANKS** for a job
well done!



Thesaurus



recorded
program
services

Radio Corporation of America
RCA Victor Division
New York · Chicago · Hollywood

10 Years of Confidence



10 Years of Achievement

A Hit Anniversary!

TELL HER YOU LOVE HER

Recorded by:

LULU BELLE & SCOTTY (London)

ROSALIE ALLEN-ELTON BRITT (RCA-Victor)

ALAN ROBERTS & DOLLY DARR (Abbey)



SNOW WHITE HORSE AND A GOLDEN SADDLE

Recorded by:

JOE MARINE & THE FRED WARING POP ORCHESTRA (Decca)

ALVINO REY (Capitol)

TONY MARTIN (RCA-Victor)

DAVE HAMILTON & HORACE HEIDT (Horace-Heidt)



THE GUY WITH THE VOODOO

Recorded by: RICHARD HAYES (Mercury)

Others to Follow . . .

... 10 STANDARD HITS CURRENT HITS

- Someday (You'll Want Me to Want You)
- (I Love You) For Sentimental Reasons
- Open the Door, Richard
- Jungle Fantasy
- Jungle Rhumba
- Silver Dew on the Blue Grass Tonight
- Let Me Off Uptown
- Slowdown
- What Word Is Sweeter Than Sweetheart
- Teresa

HAVE I TOLD YOU LATELY THAT I LOVE YOU

Recorded by:

BING CROSBY and THE ANDREWS
SISTERS (Decca)

RED FOLEY - JUDY MARTIN
(Decca)

TONY MARTIN and FRAN WARREN
(RCA-Victor)

LULU BELLE and SCOTTY (London)

GENE AUTRY (Columbia)

SONS OF THE PIONEERS
(RCA-Victor)

THE WEDDING SAMBA

ANDREWS SISTERS & CARMEN
MIRANDA (Decca)

IRVING FIELDS (RCA-Victor)

EDMONDO ROS (London)

ZIGGY ELMAN (MGM)

XAVIER CUGAT (Columbia)

DUCHESS MUSIC CORPORATION

ARNOLD SHAW, V-P and Gen. Prof. Mgr.

CHICK KARDALE, Chicago

"DOC" BERGER, Midwest

SONNY GOLDEN, California



Industry Leaders Acclaim Progress of BMI

(Continued from Page 25)

sary BMI should receive a sincere tribute from all broadcasters for a continuous, conscientious, and highly successful performance.—*Robert D. Swezey, WDSU, New Orleans, La.*

ONE of the most outstanding events in the development of the radio broadcasting industry was the birth of BMI in the year 1940. It most assuredly has justified the support which was pledged by its members at that time and deserves a resounding ovation upon the occasion of its tenth anniversary. With television on the threshold of becoming the leading entertainment medium of the future I know that we can look forward to another ten years of equally impressive accomplishment and service to the industry. Congratulations to BMI from radio station KSFO and television station KPIX.—*Wesley I. Dumm, President, San Francisco.*

RADIO stations should be congratulated on their support of BMI ten years ago. The industry was faced with a music problem that might well have affected the advancement of broadcasting both as to popularity and financially had it not been for the foresight of the NAB in getting behind the music crisis and initiating and supporting BMI. Many newcomers to the broadcasting industry do not realize the danger of a music monopoly as faced by radio ten years ago. To avoid such a reoccurrence of such a danger all stations should support BMI.—*Ralph R. Brunton, San Francisco, Calif.*

HEARTIEST congratulations and best wishes to BMI on its tenth anniversary created by the broadcasters of necessity forced upon them it became almost overnight the David who slew Goliath monopoly and over these ten years it did much more by furnishing

the broadcasters better and more diversified music and affording added incentive to new composers that was denied them under the old system before BMI came into being. We look forward with confidence to continued outstanding performance of BMI in the interests solely of better broadcasting.—*Harold Wheelahan, W/SMB, New Orleans.*

KGW, Portland, Oregon, extends congratulations to Broadcast Music, Inc., on its tenth anniversary. Ten years ago BMI came as a Godsend to the radio industry. From the beginning they established a friendly policy of operation, and in the intervening years have never deviated from that most cordial relationship. Most helpful in program building, the BMI staff has always stood ready to lend a helping hand and satisfy any demands made upon it. So again, our congratulations to BMI and our best wishes for your continuing, prosperous future.—*H. Quenton Cox, Gen. Mgr., KGW, Portland, Ore.*

BMI has made a tremendous over-all contribution to the radio industry during its ten years of existence. The intense and intelligent work which BMI has accomplished in the field of broadcast music has done much to improve the standards of radio programming throughout the United States and stands as a monument to the concentrated endeavor of this far-sighted organization.—*S. S. Fox, KDYL, Salt Lake City, Utah.*

THE most sincere tribute I can pay to BMI is to say I regret that the broadcasters of this country have not applied themselves as diligently in other fields where joint action was needed as they did in creating and building BMI. The success of BMI lies in its

(Continued on Page 28)

Bobby Mellin I-openers

"DON'T SAY GOODBYE"

FRAN WARREN
RCA Victor

VIC DAMONE
Mercury

JERRY WAYNE
Columbia

"CORNBELT SYMPHONY"
GROWING INTO A STANDARD

MELLIN MUSIC, INC.
1650 Broadway New York 19, N. Y.

A Pair of Sleepers

"DORMI, DORMI"

"I HAD A TALK
WITH THE WIND
AND THE RAIN"

ALGONQUIN MUSIC, INC.
1650 Broadway New York 19, N. Y.



Industry Leaders Salute BMI

(Continued from Page 27)

format as an independent body with attachments to no other organization and its being managed by people who know the business in which BMI is engaged.—*W. J. Damm, WTMJ, Milwaukee, Wis.*

I FEEL that BMI is a credit and great benefit to the radio industry in addition to having broken monopoly in the music business it has given us some of the world's most popular music. Also it has afforded the opportunity of recognition to heretofore undiscovered composers and talent. WHHM has always favored BMI music by heavily programming same throughout our 24 hours daily musical operation.—*Patt McDonald, WHHM, Memphis, Tenn.*

THE organization of BMI ten years ago was a landmark in the music industry of America. Since its formation the organization has grown and prospered until today it is a vital factor in the music world. My heartiest congratulations to BMI, its officials, its management and its staff on the occasion of a tenth anniversary. We look forward to a continued steady growth in the future for this most important enterprise. Happy Birthday!—*Franklin M. Doolittle, WDRC, Hartford, Conn.*

BMI well can be proud of the outstanding importance it has attained in its brief single-decade history. Conceived in a sincere desire to serve a sorely harassed, industry it has shown a healthy growth and today numbers more than 2,500 stations and networks among its members. Most of BMI's present day stature and success is

of its own making but no anniversary would be complete without fitting tribute to that farsighted group of veteran music publishers who have given it significant support through the years. It seems to me the entire industry can be proud of BMI on its tenth birthday.—*Steve Conley, Westinghouse Radio Stations, Inc., Philadelphia.*

WE congratulate BMI upon the tenth anniversary of their valuable contribution to the whole musical structure of the broadcasting industry. Believe that leadership of BMI is entitled to special recognition on the part of the entire industry for having achieved the rich fulfillment of all of the objectives that gave birth to that organization. I feel that all of us in the business of broadcasting have been the beneficiaries and devotion of Carl Haverlin and his associates in providing us with an independent and ever increasing source of excellent music for our programming.—*Lewis Alten Weiss, Chairman of the Board, Don Lee Broadcasting System.*

BMI has come a long way since the melancholy days of Jeannie With the Light Brown Hair. Not only has it given opportunity for a host of new composers to become established but it has reaffirmed the principle that competition in music as in every other expression of American life can have salutary results for everyone affected by it.—*James D. Shouse, Chairman of the Board, Crosley Broadcasting Corp., Cincinnati, Ohio.*

BMI is to be warmly congratulated and commended for a job well done under circumstances that have never been easy. Ably managed and efficiently operated, it has made not only great contributions to the broadcast industry, but no less to the popular music field, by giving increasing opportunities to new writers and composers.—*William Fay, General Manager, WHAM, WHAM-TV, WHFM, Rochester, N. Y.*

To BMI
on its
10th
Birthday

FROM
A PROUD AND
CHARTER MEMBER
OF YOUR FAMILY

EDWARD B.
MARKS MUSIC
CORPORATION

THE ORIGINAL "HOUSE OF HITS"

a new HIT!

"GOD BLESS"
"THE CHILD"

With a magnificent GORDON JENKINS background

NOT A LULLABY—NOT A SPIRITUAL— BUT A GREAT ALL-ROUND POPULAR SONG


STUNNINGLY RECORDED BY

BILLIE HOLIDAY

On DECCA Record 24972

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10 Years of Achievement

Headlines Tell Story of BMI Formation

(Continued from Page 13)

ASCAP BALKS ON RUSH INTO NAB PROPOSAL

Request via letter from President Neville Miller that Ascap hold a conference with the NAB negotiating committee on August 1, or at least present a proposition on that date, has been rejected by Ascap . . . July 21, 1939.

U. S. REVIEWS ASCAP SUIT

Anti-Trust Division studying move with a view to pressing action or forcing a compromise. . . . July 24, 1939.

MILLER CALLS NAB MEET

Following a conference of the NAB Copyright Committee . . . with John G. Payne, general manager of Ascap, the committee headed by Neville Miller, decided to call a special convention of the broadcasting industry . . . in Chicago Sept. 15. Prerogative to call the convention was in accordance with the Copyright Resolution passed in Atlantic City . . . August 4, 1939.

MILLER ANSWERS BACK

President Neville Miller of the NAB lashed out a stinging reply to the statement issued in San Francisco by Gene Buck, president of Ascap . . . August 7, 1939.

ASCAP SIT-TIGHT POLICY

Ascap sees nothing society can do but await "Outcome of Events"; NAB Committee meets Wed. . . . August 8, 1939.

MULL COPYRIGHT WAR CHEST

Committee discusses all problems relating to showdown; may seek \$1,000,000 . . . August 10, 1939.

NAB APPOINTS SYDNEY KAYE

Following the meeting yesterday of the NAB copyright Committee, it was decided to appoint Sydney M. Kaye, as special counsel for the purpose of drafting a "model plan" in which would be collated the ideas and proposals as developed . . . August 11, 1939.

NAB PLANS STAND

Consolidation of Organizations' Stand and tax-free music discussed . . . August 24, 1939.

UNIFIED INDUSTRY FIGHT

Chicago—Broadcasting industry organized last night a unified attack on three fronts on the major problems of music independence from Ascap . . . Sept. 14, 1939.

RADIO TACKLES COPYRIGHT

Industry agreed on raising war chest only question being administration of huge fund . . . Sept. 15, 1939.

RADIO'S OWN MUSIC SETUP

Chicago—A united broadcasting industry Friday laid the foundation for a long-term, large-scale drive to develop music independent sources. Keystone is the formation of an industry controlled corporation . . . Sept. 18, 1939.

MUSIC PLANS BEFORE SEC

Washington—License fees for the use of Broadcast Music Inc. products will approximate 40 per cent of what individual broadcasters paid during 1937 . . . November 7, 1939.

BROADCAST MUSIC AMENDS PLEA

Washington—Possibility of strong competition has been admitted by Broadcast Music, Inc. at the Securities Exchange Commission . . . Nov. 29, 1939.

BOSTON GROUP OKAY PLANS

Boston—Unanimous approval of the plan to set up an independent supply of music for radio was voiced . . . December 7, 1939.

BMI GATHERS MOMENTUM

Third of 10th NAB district members subscribe to stock . . . Dec. 13, 1939.

BMI OPERATIVE NEXT WEEK

Following a meeting yesterday of the board of directors of the BMI, Neville Miller, NAB pres. stated that instead of putting through a delay until March 2, or so, BMI would become operative sometime next week . . . January 31, 1940.

ASCAP RADIO STUDY ENDS

Committee closes five-month study of all angles—findings to aid in licenses negotiations . . . February 7, 1940.

DECLARE BMI OPERATIVE

Board members see sufficient funds for successful launching; music for station ready April. Organization has definite pledges of \$1,140,000 to date with every indication that the sum will shortly go to the \$1,500,000 mark . . . February 9, 1940.

TOMPKINS TO HEAD BMI

Merritt E. Tompkins, president of Associated Music Publishers, Inc., and former vice-president general manager of G. Schirmer, Inc., will become general manager of BMI, newly formed organization backed by broadcasters to set up a catalogue of their own music . . . March 20, 1940.

HEDGES—MILLER BMI PLEA

Both warn against taking Ascsp plan as BMI sends out its first music to broadcaster-member . . . April 2, 1940.

Its status on Ascsp plan is network and BMI adherence; Indies' move will be made known shortly . . . March 26, 1940.

BMI GIRDS FOR BATTLE

Call is issued for 15 per cent installment applicable toward license fees; Tompkins optimistic . . . June 10, 1940.

CBS TELLS BMI STORY

Keston letter to agencies-clients warns of gravity of situation; asks use of BMI music now . . . July 29, 1940.

AIM OF BMI PROGRAM

With the BMI playing host to an important group of representatives of advertising agencies and ad organizations, Sydney M. Kaye, vice-president and general manager counsel for the music company stressed an "open market for music", so that broadcasters and advertisers alike would have an equal opportunity to choose what music they wish to play rather than be forced by economic necessity to pay for . . . August 1, 1940.

BMI SETS WRITERS' FEES

New songsmiths may earn up to \$1800 in three months for radio rights computed on per use basis . . . August 9, 1940.

BMI added 51 outlets during NAB Convention . . . August 9, 1940.

BMI STEPS UP PRODUCTION

Series of production meetings set to verify type of music output; plus sheet-music sales . . . August 13, 1940.

NAB STANDS PAT ON BMI

Board members express satisfaction with music-fight progress; NAB members at meet decide to continue to back BMI to the limit . . . Dec. 9, 1940.

BMI'S HILLBILLY CATALOGUE

BMI reveals the addition of ten new station subscribers and inclusion in its repertoire of some 5,000 hillbilly, "race" and novelty selections in the catalog of Souther Music, another Ascsp publisher. . . . Dec. 10, 1940.

HOTELS START BMI CO-OP

"Nations Host" swing into high gear to assist broadcasters fighting Ascsp's music hold . . . December 13, 1940.

BMI-ASCAP DECREE STAND

Statements from both parties agree that Gov. action does not mean music issue is settled . . . Dec. 19, 1940.

TEXAS NET. SIGNS WITH BMI

The Texas State Net yesterday signed contracts with BMI thus giving the majority of the stations in the chain the rights to both Ascsp and BMI tunes . . . Jan. 7, 1941.

MUSIC DECISION TODAY

Meetings of NAB-BMI-IRNA boards discuss music-pending U. S. suit; important move on tap . . . Jan. 8, 1941.

BMI ANSWERS SPA TALK

Sees no justification for attack and is willing to negotiate contract with writers. . . . January 15, 1941.

US SUIT WAITS ON BMI

D. of J. will await outcome of talks before filing action: 227 popular songs added by BMI since Jan. 1 . . . Jan. 16, 1941.

BMI BOARD SETS COURSE

Optimistic note prevalent at meeting which expressed satisfaction with BMI progress . . . Jan. 2, 1941.

Congratulations to

BMI

on

their 10th Anniversary

Golden West Melodies, Inc.

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NEW YORK CITY

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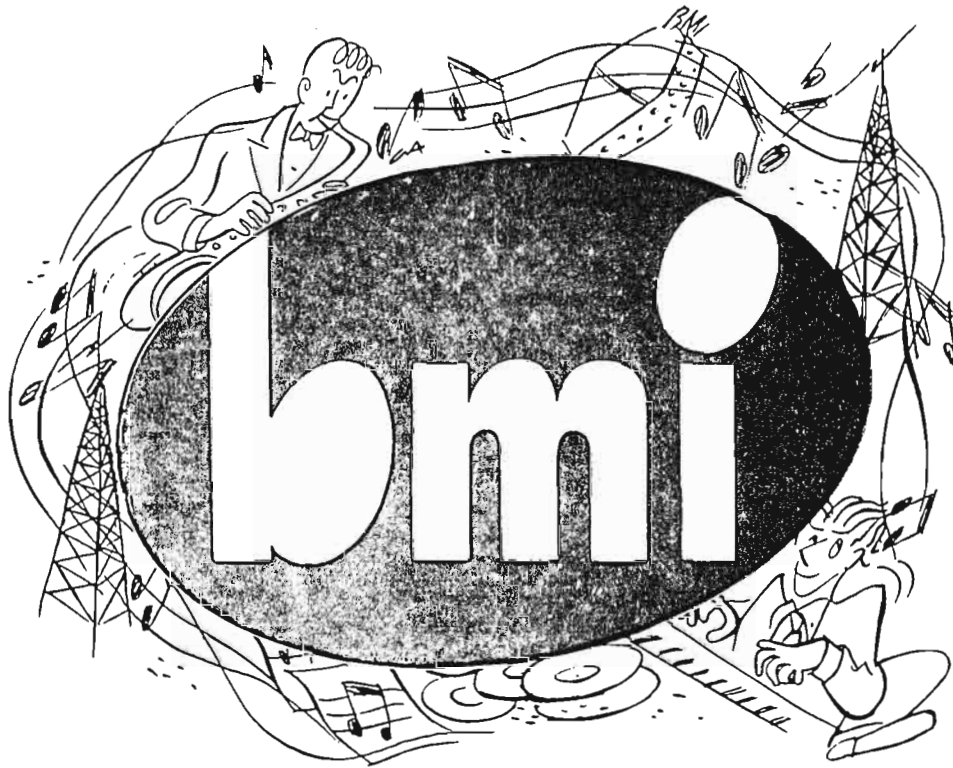
S. L. CROSS, PRES.

WALLY BRADY, PROF. MGR

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10 Years of Achievement



BROADCAST MUSIC, Inc.

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NEW YORK 19, N. Y.

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Convention Registration

(Continued from Page 10)

Elliott, Paul, KRNT, Des Moines, Iowa.
 Elliott, Wendell, KGNO, Dodge City, Kan.
 Ellis, Girard D., Columbia Transcriptions—
 A Division of Columbia Records, Inc.,
 Chicago, Ill.
 Eppel, Raymond V., KORN, Mitchell, S. D.
 Esau, John, KTUL, Tulsa, Okla.
 Essex, Harold, WSJS, Winston-Salem, N. C.
 Evans, Charles N., Transcription Sales, Inc.,
 Springfield, Ohio.
 Evans, C. Richard, KSL, Salt Lake City,
 Utah.
 Evans, T. L., KCMO, Kansas City, Mo.
 Evans, Ralph, WHO, Davenport, Iowa.

F

Fantle, S., Jr., KELO, Sioux Falls, S. Dak.
 Fay, William, WHAM, Rochester, N. Y.
 Fee, William T., Employers Reinsurance
 Corp., Chicago, Ill.
 Fellx, Edgar, Dumont Laboratories, Clif-
 ton, N. J.
 Fellows, Harold E., WEEI, Boston, Mass.
 Ferguson, Robert W., WTRF, Bellaire, Ohio.
 Fishburn, J. Rolston, Edward Petry & Co.,
 Chicago, Ill.
 Fisher, Ben S., Attorney, Washington, D. C.
 Fitzsimonds, F. E., KFYR, Bismarek, N. D.
 Flambo, G. LaVerne, WQUA, Molluc, Ill.
 Flaunigan, E. Y., WSPD, Toledo, Ohio.
 Fletcher, Frank U., WARR, Arlington, Va.
 Foster, John P., WJAC, Johnstown, Pa.
 Foster, R. D., KWTO, Springfield, Mo.
 Frechette, George T., WFHR, Wisconsin
 Rapids, Wis.
 Freeman, Charles M., WLS, Chicago, Ill.
 Freidheim, Robert, World Broadcasting
 System, New York, N. Y.
 Frost, Frank, KBON, Omaha, Nebr.
 Fry, Paul, KBON, Omaha, Nebr.
 Fulton, Harold, WHO, Des Moines, Iowa.

G

Gaines, Walt, WCPM, Middlesboro, Ky.
 Gamble, Edmund R., WBTA, Batavia, N. Y.
 Gaul, Raymond A., WRAW, Reading, Pa.
 Gibbens, Tom E., WAFB, Baton Rouge, La.
 Gilbert, Galen O., KGER, Long Beach,
 Calif.
 Gilbert, Janet A., Harold Cabot & Co., Inc.,
 Boston, Mass.
 Gillett, Glenn D., Glen D. Gillett & Associ-
 ates, Washington, D. C.
 Gillin, Jr., John J., WOW, Omaha, Nebr.
 Gluck, Earle J., WSOC, Charlotte, N. C.
 Goldman, Simon, WJTN, Jamestown, N. Y.
 Goodwin, Harry D., WNRJ, Newark, N. J.
 Goodling, Kenneth D., KRES, St. Joseph,
 Mo.
 Goodman, Harry S., Harry S. Goodman
 Productions, New York, N. Y.
 Gordon, K. S., KPTH, Dubuque, Iowa.
 Grauel, Hugh, World Broadcasting System,
 New York, N. Y.
 Greep, Malcolm, WVJS, Owensboro, Ky.
 Griffin, John, KTUL, Tulsa, Okla.
 Grisham, Charles, Edward Petry & Co., At-
 lanta, Ga.
 Grove, William C., KFBC, Cheyenne, Wyo.
 Gullek, J. Robert, WGAL, Lancaster, Pa.
 Gullicksou, Charley, WDXB, Chattanooga,
 Tenn.
 Guyer, R. Sanford, WBTM, Danville, Va.

H

Hagan, James A., WWNC, Asheville, N. C.
 Hahls, Jr., John W., WHAI, Greenfield,
 Mass.
 Haley, Andrew G., Haley, McKenna & Wil-
 kinson, Washington, D. C.
 Hall, Edward E., CBS, New York, N. Y.

Hamilton, Ray V., Blackburn-Hamilton
 Company, San Francisco, Cal.
 Hanna, Robert B., WGY, Schenectady, N. Y.
 Hannon, William A., Employers Reinsurance
 Corp., Kansas City, Mo.
 Harding, Donald, Edward Petry & Co.,
 Chicago, Ill.
 Harkaway, Harvey, Standard Rate & Data
 Service, Chicago, Ill.
 Harms, William, Edward Petry & Co., Chi-
 cago, Ill.
 Harre, Arthur F., WJJD, Chicago, Ill.
 Harris, Wiley P., WJDX, Jackson, Miss.
 Harrison, Austin A., KSWM, Joplin, Mo.
 Harrison, Gerald, WMAS, Springfield, Mass.
 Hartenbower, E. K., KCMO, Kansas City,
 Mo.
 Harlow, Ralph L., Broadcast Music, Inc.,
 New York, N. Y.
 Hurlley, Arnold B., WOV, New York, N. Y.
 Hasset, Jr., Emmett, KROS, Clinton, Iowa.
 Haverlin, Carl, Broadcast Music, Inc., New
 York, N. Y.
 Hawkins, Lloyd, KITI, Longview, Texas.
 Heberer, Miles, State of New York, Radio
 Bureau, Dept. of Commerce, Albany,
 N. Y.
 Heuringer, Harold H., WFIN, Fludlay, Ohio.
 Herman, Buell, Edward Petry & Co., Dallas,
 Texas.
 Herold, Joseph, WOW-TV, Omaha, Nebr.
 Higgins, Hugh M. P., WMOA, Marietta,
 Ohio.
 Hirsch, Oscar C., KFVS, Cape Girardeau,
 Mo.
 Hoffman, Karl B., WGR, Buffalo, N. Y.
 Hoisington, Duane W., KAYS, Hays, Kan.
 Holbrook, Charles S., WMOU, Berlin, N. H.
 Hollingberry, George P., George P. Hol-
 lingberry Co., Chicago, Ill.
 Hollister, R. H., Collins Radio Co., Cedar
 Rapids, Iowa.
 Holm, William, WLPO, La Salle, Ill.
 Holznecht, Glen R., WJEG, Green Bay, Wis.
 Honea, B. N., WBAP, Fort Worth, Texas.
 Hook, H. B., KGLD, Mason City, Iowa.
 Hooper, C. E., C. E. Hooper, Inc., New
 York.
 Hopkins, A. R., RCA Victor, Camden, N. J.
 Hoskins, Cecil B., WWNC, Asheville, N. C.
 Hough, Harold, WBAP, Fort Worth, Texas.
 Huber, E. J., KTRI, Sioux City, Iowa.
 Huffinan, Harry E., KILZ, Denver, Colo.
 Hull, Richard B., WOI, Ames, Iowa.
 Hussman, Walter E., KAMD, Camden, Ark.
 Hyle, John F., Transcription Sales, Inc.,
 Springfield, Ohio.

J

Jackson, A. H., Blaw-Knox Co., Pittsburgh,
 Pa.
 Jacobs, Lee W., KBKR, Baker, Oreg.
 Jadassohn, Kurt, SESAC Inc., New York,
 N. Y.
 Jasper, Bernard W., WCSI-FM, Columbus,
 Indiana.
 Jeffrey, John Carl, WIOU, Kokomo, Ind.
 Jensen, Ray V., KSAL, Salina, Kansas.
 Jett, E. K., WMAR-TV, Baltimore, Md.
 Jones, George R., C. P. MacGregor Co.,
 Hollywood, Calif.
 Jones, Ruth, Benton & Bowles, Inc., New
 York, N. Y.
 Johnston, Henry P., WSGN, Birmingham,
 Ala.
 Johnson, Les, WIBF, Rock Island, Ill.
 Johnstone, G. W., National Association of
 Manufacturers, New York, N. Y.
 Jones, Robert B., Jr., KRMG, Tulsa, Okla.
 Jorgensen, Norman E., Krieger & Jorgen-
 sen, Washington, D. C.

K

Kapner, Leonard, WCAE, Pittsburgh, Pa.
 Karns, Adna, Transcription Sales, Inc.,
 Springfield, Ohio.
 Kaye, Sydney M., Broadcast Music, Inc.,
 New York, N. Y.
 Keller, Bob, Robert S. Keller, Inc., New
 York, N. Y.
 Kelley, A. Boyd, KTRN, Wichita Falls,
 Texas.
 Kelley, F. J., WTSP, St. Petersburg, Fla.
 Kelley, Gaines, WFMV-TV, Greensboro,
 N. C.
 Kelly, Ewing C., KCRA, Sacramento, Calif.
 Kemp, William T., KVER, Albuquerque,
 N. M.
 Kercher, George, Edward Petry & Co., St.
 Louis, Mo.
 Kern, Dale E., KGAH, Garden City, Kan.
 Kern, George, Benton & Bowles, Iowa.
 Kerrigan, Jack, WHO, Des Moines, Iowa.
 Kiggins, Keith, Edward Petry & Co., New
 York, N. Y.

(Continued on Page 32)

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Chesterfield ABC Club
WIND Chicago

REGISTRATION MANAGEMENT CONFERENCE

(Continued from Page 31)

Kirsch, Marvin, Radio Daily, New York, N. Y.
Knodel, J. W., Avery-Knodel, Inc., Chicago, Ill.
Kobak, Edgar, WTWA, New York, N. Y.
Koeper, Karl, KMBC, Kansas City, Mo.
Korsmeyer, E. J., WLDJ, Jacksonville, Ill.
Kramer, Worth, WJR, Detroit, Mich.
Kynaston, Don D., WMBD, Peoria, Ill.
Lackey, F. Ernest, WHOP, Hopkinsville, Ky.

L

Laird, Ben A., WDUZ, Green Bay, Wis.
La Marque, J. W., Graybar Electric Co., Inc., New York, N. Y.
Lancaster, W. Hanes, Jr., WJHL, Johnson City, Tenn.
Land, Thomas S., WROY, Carmi, Ill.
Lane, Howard, WJJD, Chicago, Ill.
Lanford, T. B., KRMD, Shreveport, La.
Langlois, C. O., Sr., Lang-Worth Feature Programs, Inc., New York, N. Y.
Langlois, John D., Lang-Worth Feature Programs, Inc., New York, N. Y.
Laubengayer, R. J., KSAL, Salina, Kans.
Leake, James C., KTUL, Tulsa, Okla.
Lenwell, Leroy W., KBRK, McCook, Nebr.
LePoidoxin, Harry R., WRJN, Racine, Wis.
Linder, H. W., KWLM, Willmar, Minn.
Lindsay, Merrill, WSOY, Decatur, Ill.
Link, Linder, Link Motor Supply Co., Springfield, Mo.

Litteral, Ron, KLYN, Amarillo, Texas.
Little, Lee, KTUC, Tucson, Arizona.
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington, D. C.
Lown, Bert, Associated Program Service, New York, N. Y.
Loyet, Paul A., WHIO, Des Moines, Iowa.
Luce, James O., Jr., J. Walter Thompson Co., New York, N. Y.

M

Manship, Douglas L., WJBO, Baton Rouge, La.
Marget, Manuel M., KVOX, Moorhead, Minn.
Marks, Leonard H., Cohn and Marks, Washington, D. C.
Marlin, Albert, Broadcast Music, Inc., New York, N. Y.

Marquardt, Maynard, World Broadcasting System, New York, N. Y.
Martin, A. F., WKPT, Kingsport, Tenn.
Martin, Joseph, WLW, Cincinnati, Ohio.
Martin, Joseph, WDSC, Dillon, S. C.
Mason, R. H., WPTF, Raleigh, N. C.
Mason, Robert T., WMRN, Marion, Ohio.
Mathiot, J. E., WGAL, Lancaster, Pa.
Mayborn, Frank W., KTEM, Temple, Texas.
Megargee, Miss Madge A., WGBI, Scranton, Pa.

Megargee, Mrs. Madge E., WGBI, Scranton, Pa.
Mercer, Donald J., RCA Victor Division, New York, N. Y.
Mertz, Win. M., Jr., C. P. McGregor Co., Chicago, Ill.

Meyer, Al G., KMYR, Denver, Colo.
Meyer, F. W., KMYR, Denver, Colo.
Michelson, Charles, Charles Michelson Transcriptions, Inc., New York, N. Y.
Midgley, C. E., CBS, New York, N. Y.
Miller, Harold E., WGAL, Lancaster, Pa.

Miller, Lowell A., KFAB, Omaha, Nebr.
Miller, Neville, Miller & Schroeder, Washington, D. C.
Miller, Paul, WWVA, Wheeling, W. Va.
Mitchell, L. S., WDAE, Tampa, Fla.
Monaghan, Frank W., WGBI, Scranton, Pa.
Moreney, Paul W., WTIC, Hartford, Conn.
Morton, J. Archie, KJR, Seattle, Wash.
Mosby, A. J., KGOV, Missoula, Mont.

Murphy, Edward V., KLTAA, Little Rock, Ark.
Murphy, John T., WLW-T, Cincinnati, Ohio.
Murphy, Kingsley H., KSO, Des Moines, Iowa.
Myers, Frank O., KCMC, Texarkana, Texas.
McCollough, Clair R., WGAL, Lancaster, Pa.
McConnell, James V., NBC, New York.
McCoy, Arthur H., Avery-Knodel, Inc., New York, N. Y.

McCurin, L. L., KAUS, Austin, Minn.
McDonald, Patt, WHIM, Memphis, Tenn.
McGovern, S. H., KSO, Des Moines, Iowa.
McIntosh, Robert J., WJPS, Evansville, Ind.
McKay, R. M., Jr., WKRM, Columbia, Tenn.
McKenna, James A., Jr., Haley, McKenna & Wilkinson, Washington, D. C.
McKinney W. N., KELD, El Dorado, Ark.
McTigue, Harry, WINN, Louisville, Ky.

N

Nasman, Leonard E., WFMI, Youngstown, Ohio.
Neary, John F., Lehigh Structural Steel Co., New York, N. Y.
Neely, Hal G., Allied Record Manufacturing Co., Hollywood, Calif.
Nelson, Linnea, J. Walter Thompson Co., New York, N. Y.
New, John W., WTAR, Norfolk, Va.
Newcomb, Harold J., WRJN, Racine, Wis.
Newens, William J., KOIL, Omaha, Neb.
Nichols, Horace W., WHAI, Greenfield, Mass.
Nolte, Vernon A., WHIZ, Zanesville, Ohio.
Nord, Evans, KELO, Sioux Falls, S. Dak.
Nestrand, Lew Van, WMT, Cedar Rapids, Iowa.
Nunn, Gilmore N., Nunn Stations, Lexington, Ky.

O

O'Connell, John J., Associated Program Service, New York, N. Y.
Olin, Bruff, W., Jr., WQUA, Moline, Ill.
Oliphant, Paul, WLAC, Nashville, Tenn.
Olson, H. O., Collins Radio Co., Cedar Rapids, Iowa.
Outer, John M., Jr., Collins Radio Co., Cedar Rapids, Iowa.
Owings, Dorsey, Broadcast Music, Inc., New York, N. Y.

P

Page, Allan, KSWO, Lawton, Okla.
Palmer, D. D., WHIO, Davenport, Iowa.
Parker, Ken, SESAC, Inc., New York, N. Y.
Pattco, Linwood, Broadcast Music, Inc., New York, N. Y.
Peden, Katherine, WHOP, Hopkinsville, Ky.
Pellegrini, Frank E., KSTL, New York, N. Y.
Pengra, Marshall H., WATO, Oak Ridge, Tenn.
Peterson, C. B., The Brauham Co., Chicago, Ill.
Peterson, Edwin R., Keystone Broadcasting System, Inc., Chicago, Ill.
Petry, Edward, Edward Petry & Co., New York, N. Y.
Pett, Lewis E., DuMont Laboratories, Clifton, N. J.
Phillips, C. F., WFBL, Syracuse, N. Y.
Pittman, Chas. W., WBML, Macon, Ga.
Potter, Ben H., WHFB, Rock Island, Ill.
Potter, David, WNAE, Warren, Pa.
Pratt, D., RCA Victor, Camden, N. J.
Pratt, Robert L., KGGF, Coffeyville, Kans.
Prelean, Louis S., WAFB, Baton Rouge, La.
Pryor, Emerson J., WDVA, Danville, Va.
Pyles, Richard L., WCSI-FM, Columbus, Indiana.

Q

Quaal, Ward L., Clear Channel Broadcasting Ser., Washington, D. C.
Quarton, William B., WMT, Cedar Rapids, Iowa.

R

Radford, Lewis C., Jr., DuMont Laboratories, Clifton, N. J.
Rasmussen, Lee Gordon, KAYL, Storm Lake, Iowa.
Reid, Robert H., International News Service, New York, N. Y.
Reinsch, J. Leonard, WSB, Atlanta, Ga.
Reinschild, Carl, Columbia Transcriptions—A Division of Columbia Records, Inc., New York, N. Y.
Rembert, Clyde W., KRLD, Dallas, Texas.
Reynolds, Donald W., KFSA, Fort Smith, Ark.
Richards, G. P., WHBL, Sheboygan, Wis.
Ridder, John W., WOHL, East Liverpool, Ohio.
Rine, William E., WWVA, Wheeling, W. Va.
Rines, William H., WCSH, Portland, Maine.
Ringsold, Hanque, Edward Petry & Co., New York, N. Y.
Riple, Wm. A., WTRY, Troy, N. Y.
Robertson, B. G., KWHL, Shreveport, La.
Robinson, King H., KATL, Houston, Texas.
Rogers, Naylor, Keystone Broadcasting System, Inc., Chicago, Ill.
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Wash., D. C.
Roseco, W. S., Blaw-Knox Co., Plattsburgh, Pa.
Rosene, Marshall, WSAZ, Huntington, W. Va.
Rosner, Bennett S., RCA Victor Division, New York, N. Y.
Roth, Eugene J., KONO, San Antonio, Texas.
Rowan, B. J., WGY, Schenectady, N. Y.
Rothschild, Walter, WTAD, Quincy, Ill.
Russell, Frank M., WRC, Washington, D. C.

Russell, James D., KVOR, Colorado Springs, Colo.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
Rutledge, John T., WVJS, Owensboro, Ky.
Ryan, J. Harold, WSPD, Toledo, Ohio.
Ryan, William B., KFI, Los Angeles, Calif.
Ryder, J. Maxim, WBRV, Waterbury, Conn.

S

Safford, Harold, WLS, Chicago, Ill.
Sague, S. R., WSKS, Cleveland, Ohio.
Schurfield, Arthur W., Lawyer, Washington, D. C.
Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
Schroeder, Frank C., Jr., WJZ, Decatur, Ill.
Schmidt, William A., Jr., CBS, New York.
Seebeck, Charles E., WTON, Staunton, Va.
Shaffer, Roger A., WSPA, Spartanburg, S. C.
Shaffo, G. Richard, WLS, Columbia, S. C.
Shaw, Glenn, KIX, Oakland, Calif.
Shein, Allen, WTHH, Williamson, W. Va.
Shields, Arthur T., WLDY, Ladysmith, Wisconsin.

Shouse, James D., WLW, Cincinnati, Ohio.
Simms, Raymond C., Erwin, Wasey & Co., Inc., New York.
Siun, John L., World Broadcasting System, New York, N. Y.
Slipes, Leon M., KELD, Eldorado, Ark.
Slavick, H. W., WMC, Memphis, Tenn.
Smiley, David E., WDAE, Tampa, Fla.
Smith, J. Kelley, CBS, New York.
Smith, Joe G., Jr., WJLS, Berkeley, W. Va.
Smith, Harry Mason, WLW, Cincinnati, Ohio.

Smith, Hugh M., WCOV, Montgomery, Ala.
Smith, Ken, Allied Record Mfg. Co., Hollywood, Calif.
Smith, T. A., RCA Victor, Camden, N. J.
Snyder, Glenn, WLS, Chicago, Ill.
Soule, F. C., WFBL, Syracuse, N. Y.
Soule, O. P., KTFI, and Twin Falls, Idaho.
Southmayd, John P., Attorney, Washington, D. C.
Sowell, F. C., WLAC, Nashville, Tenn.
Spahn, June, KXLR, Little Rock, Ark.
Spahn, Melvin P., KXLR, Little Rock, Ark.
Sparnon, Kenneth, Broadcast Music, Inc., New York, N. Y.

Spokes, A. E., WJOY, Burlington, Vt.
Springgatte, V. N., KXOK, St. Louis, Mo.
Squire, Burt, Broadcast Music, Inc., New York, N. Y.
Steele, V. J., WVJS, Owensboro, Ky.
Stewart, Elliott A., WRBX, Utica, N. Y.
Storer, George B., WSPD, Birmingham, Mich.
Stough, Parker, Bruce Ellis & Associates, Inc., Hollywood, Calif.
Stovin, Horace N., Radiotime, Inc., Chicago, Ill.
Streibert, Theodore C., WOR, New York, N. Y.
Strine, Leroy K., WORK, York, Pa.
Strouse, Ben, WWDC, Washington, D. C.
Sullivan, Donald D., WNAX, Yankton, S. Dak.

T

Taft, Hulbert, Jr., WKRC, Cincinnati, Ohio.
Tausay, John B., WRVA, Richmond, Va.
Tarter, George L., KRCC, Enid, Okla.
Taylor, Herbert E., Jr., Allen B. DuMont Laboratories, Inc., Clifton, N. J.
Taylor, J. P., RCA Victor, Camden, N. J.
Teich, Walter J., KRCS, Clinton, Iowa.
Terry, Hugh B., KLZ, Denver, Colo.
Testut, Richard S., Associated Program Service, New York, N. Y.
Thorwald, John, KWBE, Beatrice, Nebr.
Tichenor, Dudley, WKBW, Buffalo, N. Y.
Tilton, Allen C., Wheelchair Corporation, Sioux City, Iowa.
Thomas, C. L., KXOK, St. Louis, Mo.
Thomas, Eugene S., WOIC (TV), Washington, D. C.
Thompson, James L., Edward Petry & Co., Chicago, Ill.
Thompson, Marvin I., WIBK, Knoxville, Tenn.
Timlin, Joseph F., The Brauham Co., New York, N. Y.

(Continued on Page 33)

They Said It Couldn't Be Done
BELOW BUDGET
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STOP THE RECORD
During the Past 17 Weeks
STR Has the Visual Gimmick With a
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Personal Records Copied
Auditions — Transcriptions
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Students

Registration

(Continued from Page 32)

Timothy, B. P., Avery-Knodel, Inc., Chicago, Ill.
 Todd, Jack, KAKE, Wichita, Kans.
 Tompkins, Merrill E., Broadcast Music, Inc., N. Y.
 Tracy, E. C., RCA Victor, Camden, N. J.
 Trainor, M. A., RCA Victor, Camden, N. J.
 Trautfelger, J. H. L., WFBR, Baltimore, Md.
 Trommlitz, L. W., KERG, Eugene, Ore.
 Tully, Stephen, Jr., Attorney, Washington, D. C.
 Tye, Keith, KVER, Albuquerque, N. Mex.

U

Ulmer, Jas. G., KGKB, Tyler, Texas.
 Unger, Alvin E., Frederic W. Ziv Co., Cincinnati, Ohio.
 Uridge, Owen F., WQAM, Miami, Fla.

V

Vadeboncoeur, E. R., WSYR, Syracuse, N. Y.
 Voynow, Edward E., Edward Petry & Co., Chicago, Ill.

W

Wade, Ralph E., KOAM, Pittsburgh, Kans.
 Wagenvoort, Fred W., KCRG, Cedar Rapids, Iowa.
 Wagstaff, Walter E., KIDO, Boise, Idaho.
 Wailles, Lee B., WWVA, Birmingham, Mich.
 Walker, Larry, WBT, Charlotte, N. Car.
 Wall, Charles A., Broadcast Music, Inc., New York, N. Y.
 Walter, John M., WJPG, Green Bay, Wis.
 Walter, Mary M., WJPG, Green Bay, Wis.
 Waunamaker, Allen E., WGMT, Wilson, N. Car.
 Ward, J. T., WLAC, Nashville, Tenn.
 Wardell, J. Gordon, KGBX, Springfield, Mo.
 Ware, William E., KSTL, St. Louis, Mo.
 Watts, W. W., RCA Victor, Camden, N. J.
 Waugh, Irving C., WSM, Nashville, Tenn.
 Wayland, Charles V., Attorney, Washington, D. C.
 Webb, Frank V., KFII, Wichita, Kans.
 Weed, C. C., Weed & Company, Chicago, Ill.
 Weed, Joseph J., Weed & Company, Chicago, Ill.

Hotel Directory

Allerton, Michigan at Huron...SU 7 4200
 Ambassador, 1300 N. State...SU 7-7200
 Atlantic, 310 S. Clark...WA 2-2646
 Belmont, 3156 Sheridan...BI 8-2100
 Bismarck, 175 W. Randolph...CE 6-0123
 Blackstone, S. Michigan at 7th...HA 7-4300
 Brevoort, Madison east of LaSalle...FR 2-2363
 Chicagoan, 65 W. Madison...AN 3-4000
 Congress, Congress-Michigan...HA 7-3800
 Palmer House, 15 E. Monroe...RA 6-7500
 Parkway, 2100 Lincoln Park West...DI 8-5000
 Pearson, 190 E. Pearson...SU 7-8200
 Planters, 19 N. Clark...RA 6-4800
 Seneca, 200 E. Chestnut...SU 7-2380
 Sheraton, 505 No. Michigan...WH 4-4100
 Sherman, Randolph at Clark...FR 2-2100
 St. Clair, 162 E. Ohio...SU 7-4660
 Stevens, Michigan at 7th...WA 2-4400

Sightseeing In Chicago

(Courtesy This Week In Chicago)

ADLER PLANETARIUM, on the Lake Front near Roosevelt Road . . . Open week days from 10 to 5; planetarium shows at 11 and 3 . . . 2 to 5 Sundays with shows at 2:30 and 3:30. Free days —Wed., Sat., Sun.

ART INSTITUTE at Michigan Avenue and Adams . . . Second largest collection of masterpieces in the United States . . . Open 9 to 5 week days . . . 12 to 5 Sundays.

CHICAGO BOARD OF TRADE, Jackson at LaSalle. Chicago's tallest building and the world's largest grain exchange. Visitors gallery open Monday through Friday 9:30 a.m. to 1:15 p.m.; Saturday 9:30 a.m. to noon. Free illustrated program entitled "Story of the Market" presented daily at 9:45, 10:30, 11:15 a.m. and 12 noon, Saturday at 9:45, 10:30, and 11:15 a.m. Arrangements also made for presentation to special groups.

BROOKFIELD ZOO, 14 miles from Loop . . . where, instead of cages and bars, wide moats separate the spectator from the animals . . . Open 10 a.m. to 4:30 p.m.

CHICAGO ACADEMY OF SCIENCES in Lincoln Park at 2001 N. Clark St. . . Exhibits depicting natural history of Chicago, Tues-Fri., 1-4 p.m., Sat. and Sun. 10-5 p.m.

CHICAGO HISTORICAL SOCIETY in Lincoln Park, 1600 North . . . The finest historical collection in America. Open 9:30 to 4:30 week days; 12:30 to 5:30 Sundays.

CHICAGO NATURAL HISTORY MUSEUM . . . (Formerly Field Museum) at Roosevelt Rd. and Field Dr. . . Acres of exhibits illustrating Anthropology, Botany, Geology and Zoology. Open 9 a.m. to 4 p.m. daily. Conducted tours Mon. to Sat. at 2 p.m.

CHICAGO PUBLIC LIBRARY at Washington and Michigan . . . With 2,000,000 volumes and special department for blind . . . Open 9 to 9 Mon. through Fri.; 9 to 6 Sat.; closed Sundays.

CHICAGO STOCK EXCHANGE at Monroe and La Salle . . . Financial Center of the Middle West . . . Open to visitors, Mon. to Fri. 9 to 12, Sat. 9 to 11 a.m.

CHINATOWN, 22nd Street and Wentworth Ave., City's most distinctive foreign section. The On Leong Tong, "Chinese City Hall," is at 2216 S. Wentworth, with a Temple Shrine and Hall of Justice open for public inspection.

LINCOLN PARK ZOO, 2400 in Lincoln Park . . . Nearly 2000 mammals, birds and reptiles, including "Bushman," world famous gorilla . . . Open 9 to 6 daily, including all holidays.

MAXWELL STREET MARKET, centering on Maxwell and Halsted streets on the south side. Russian Jewish outdoor market place in an old-world atmosphere. City's most colorful sight.

MERCANTILE EXCHANGE, 110 N. Franklin . . . world's largest butter and egg market . . . Visitor's gallery open to the public during trading hours.

MERCHANDISE MART, Wells Street at the Chicago River — 1 1/4-hour guided tour through the world's largest commercial building every half hour Mon. through Fri. See showrooms of America's leading manufacturers of home goods. Admission 60c.

MUSEUM OF SCIENCE AND INDUSTRY on the Lake Front at 57th St. . . Eight acres of exhibits showing relation of science to industry . . . Coal mine, grey iron foundry, print shop, and 3,000 feet model railway, all operating . . . Open 9:30-4:00 p.m. Week days; Sun., 7 p.m. Admission free to all but coal mine. Nickelodeon, (weekly program of old time movie thrillers), and Microworld.

ORIENTAL INSTITUTE, 1155 E. 58th St., University of Chicago . . . Ancient civilizations brought to the 20th Century . . . Babylon . . . Thebes Open 10 to 5 week days; 11 to 5 Sun.

SHEDD AQUARIUM on the Lake Front at Roosevelt Road . . . A new collection of fresh water fishes from the middle western states, including brook and rainbow trout, bass, catfish, crappies, pike and sunfish. Open 10 to 5 daily.



American says . . .

"Welcome Broadcasters to the NAB Convention"



American wishes to extend a most hearty welcome to the National Association of Broadcasters visiting Chicago. During the Convention, Mr. Harry Phillips of American Airlines will have his headquarters in the foyer of the Stevens Hotel. He'll be delighted to assist you in making your stay in Chicago a most pleasant one, or in arranging air travel home. American offers the most frequent nonstop service to the following cities:

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WASHINGTON

2 Nonstop DC-6 Flagships

You read today's Radio Daily today because Radio Daily is one of the many items...some ponderous, some perishable...that are shipped every day to destinations all over the world by Airfreight.

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AMERICA'S LEADING AIRLINE

Be sure to see H. S. G. at the N. A. B.

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HARRY S. GOODMAN
 515A-517A
 STEVENS HOTEL

Radio-TV Equipment Featured in Displays

Exhibits this year at the NAB convention in Chicago are displaying an unprecedented variety of heavy transmission equipment—giving broadcasters and telecasters a look at what's "new" and what's "coming" along lines of antenna and tower structures, relay facilities, and operational equipment. . . . with stress on tubes of longer life and better production qualities. Low operational and replacement costs are being pushed as main selling points of most new transmission equipment. Briefly, the following items are now in the booths of the individual exhibitors in the Exposition Hall of convention headquarters at the Stevens Hotel.

ANDREW CORP., is training its spotlights mainly on its Multi-TV transmitting antenna, fed only by a single transmitting line; a Multi-FM broadcasting antenna; 200 mc parabolic antenna; Type 1900 Automatic Dehydrator; the low-loss Teflon insulated transmission line for TV and UHF relay, and standard transmission line and tower lighting equipment. Representing the company are: Dr. Victor J. Andrew, chmn. of the bd.; C. Russell Cox, dir. of sales and engineering; John S. Brown, chief engineer; M. W. Scheldorf, chief res. engr.; John McCleod, mgr., broadcasting consulting div.; and John A. Estelle, dist. mgr.

BROADCAST ADVERTISING BUREAU has posted members of the BAB staff at their booth throughout the convention to explain material and BAB services such as: the selling aids, with slide films illustrating good points of national spot selling; the BAB direct mail campaigns; previews of program sales presentations, and a preview of a BAB study of TV advertising techniques.

BROADCAST MUSIC, INC., is now celebrating its 10th anniversary at the convention. In this regard a portion of the NAB registration booth has been set aside for the BMI permanent ledger on which broadcasters may sign their names in commemoration of the anniversary. Featured in the BMI exhibits are the current song hits from all the BMI subsidiaries as well as the song hits of the past ten years.

COLLINS RADIO CO., of Cedar Rapids, Iowa, is showing a new 20 V, 1 kw AM transmitter; the Collins 738A (a 10 w FM transmitter especially for educational station operators); three types of remote equipment, and a new rack containing the Collins standard line of rack-mounted speech equipment. Representing Collins at the booth are: R. H. Hollister, broadcast equipment sales mgr.; Carl Service, mgr. of Western Div.; Harold Olson, Scott Kilgore, Tom Mosely, John

Stanbery, Al Scott, sales reps.; I. K. Findley, J. A. Green, T. E. McConnell, and F. M. Malone, in charge of engineering displays.

(ALLAN B. DuMONT LABS, INC., highlight their exhibits with displays of a new 5 kw air-cooled transmitter; a microwave relay for remote operations; and numerous pieces of TV equipment including: the DuMont super-speed 16 mm projector and the Dynamic Flying-Spot Scanner; and also a triple-orthicon camera chain and sync distribution, picture distribution, and monitoring equipment. Representing DuMont: Herbert E. Taylor, Jr., div. mgr.; James B. Tharpe, sales mgr.; Herbert Bloomberg, Central Dist.; Lewis E. Pett, Southern Dist.; Edgar Felis, Northern Dist.; Lewis C. Radford, Jr., Southeastern Dist.; Charles E. Spicer, Robert J. Meyers, and William C. O'Brien, sales engineers; Gordon S. Gregory, engineering mgr.; Herbert Eayrs, John Ruston, Max Shovlowsky, Edward Usher, engr.; Chester E. Greenwood, mfg. mgr.; Ralph Grauso, Russell White, technicians.

GATES RADIO CO., of Quincy, Ill., is demonstrating two new AM transmitters: the BC-5B and the BC-10B, 5kw and 10kw; also a new 10 w mobile transmitter designed for the 26 mc remote broadcast relay spectrum. Slated generally for the Gates exhibit are also lines of speech input consoles, transcription turntables, and portable remote amplifiers. Gates officials at the exhibit will be: Fred O. Grimwood, sales mgr.; L. I. McEwen, exec. vice-pres.; Francis W. Wentura, chief engr.; John Bowers, purchasing agent; Norbert Jochem, audio eng.; Owen J. McReynolds and Larry Cervone, Washington office.

Studio Designs Shown

GENERAL ELECTRIC CO., is headlining its exhibit with new studio equipment designs and transmitter developments, including: an air-cooled, 5 kw low channel TV transmitter (type-TT-10-A), a new

visual demodulator as a companion to the new transmitter; and a complete TV studio setup, including console for both programming and monitoring and redesigned studio and film camera channels with cables and plugs to eliminate interconnecting wiring. A big feature of the new console is the reduced size of the cabinets which fit into the console with the control panels and monitors to provide complete studio and master control facilities for any size station. Other items of GE exhibits are: a stabilizing amplifier (type-TV-16-B); a new wipe amplifier (type-TV-24-A); a sync lock unit (type-TV-30-A); a utility video amplifier group (type-TV31-A); an electronic video mixer (type-TV-19-A); and a montage amplifier (type-TV-35-A). Attending the convention for GE are: A. A. Brandt, gen. sales mgr.; G. F. Metcalf, mgr. of commercial equipment div.; F. P. Barnes, sales mgr. of broadcast and TV commercial equipment div.; P. L. Chamberlain, mgr. of sales commercial equipment div.; R. D. Jordan, adv. mgr., comm. equipment div.; R. J. Brown, mgr. of Washington office of the commercial equipment div.; W. G. Broughton, W. C. Jaeger, O. K. Lindley, N. J. Peterson, E. W. Rosentreter, C. J. Simon, and R. S. Yeandle, all of GE headquarters.

GENERAL PRECISION LAB., has focused its booth on TV film equipment, featuring 16 mm projector for telecasting and review rooms; a utility 16 mm projector for use with image orthicon and field cameras; and also studio TV transmitting equipment. Blair Foulds, R. L. Garman, Frank N. Gillette, L. L. Pourciau, John M. Sims, H. A. Sterns, and S. S. Lee are representing the company.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORP.—American Research and Development Unit—is exhibiting a UHF radio link system, that relays TV programs, and sound channel equip-

(Continued on Page 35)

THE UNITED PRESS

cordially invites broadcasters

attending the NAB convention

to visit U.P.'s headquarters

SUITE 2506A

STEVENS HOTEL

CONVENTION HEADQUARTERS

FOR THE

HEADLEY-REED COMPANY

IS THE

BLACKSTONE HOTEL

FCC Turns Down KTHS' Proposed Ark. Move

(Continued from Page 1)

Broadcasting Company for a station in Hot Springs on the 1090 band with 50 kilowatts, as well as the try of Radio Broadcasting, Inc., for the 550 band in Hot Springs.

Commissioners Coy, Walker and Webster did not participate, while Commissioner Hennock dissented. She favored the KTHS proposals. Thus the action was taken by the Commission's Republican membership exclusively — Commissioners Sterling, Jones and Hyde.

Under the terms of NARBA, it was pointed out, the 1090 band is designated for 1-B operation with 50 kilowatts in Maryland and Arkansas. It is used by WBAL, Baltimore, with KTHS eventually supposed to go to 50 kilowatts. But the Commission majority in this case held that while physically KTHS might remain an Arkansas station if it moved to West Memphis, for all practical matters it would become a Tennessee station. West Memphis is merely a small suburb of Memphis, across the river.

The move would result, they held, "in an Arkansas station in name only. We would, therefore, be doing but lip service to our commitments under NARBA as they existed at the time the record was compiled if we failed to look through the too thin mantle of location and permitted the move in violation of the spirit of our international understandings."

Doubtless with thought of the present uncertainty regarding NARBA, the Commission said any of the three applications may be refiled within the year.

The Commission also issued an examiner's decision turning down the application of WMCP, Baltimore FM station, for an AM affiliate to duplicate its programming. The denial was on engineering grounds primarily, although Examiner Jack P. Blume found that no particular need for the additional program service had been shown. WMCP is a fine music station.

Sylvern UPA Concert Maestro

Hank Sylvern, TV maestro, who was musical director and consultant for the recent Radio Registry Damon Runyon Fund Ball at the Waldorf-Astoria, will perform similar duties for the Carnegie Hall Concert to be held at the end of April by the United Parents Association.

IN HOLLYWOOD

la cienega at fourth
bradshaw
2-4241

Condé
FRENCH RESTAURANT

Equip. Displays Attractive

(Continued from Page 34)

ment providing facilities for high fidelity sound and video over a single TV relay system. Taking charge of this exhibit are J. H. Hickerson, chief public relations director, and Trevor H. Clark, in charge of engineering services.

RCA Has Big Show

RADIO CORP. OF AMERICA is hitting broadcasters with a show of special video effects equipment and a demonstration of its new 500 kw super power beam triode (formerly described in this publication). Other RCA products getting in the lime-light are: a close-talking mike, remote control for microwave parabola antennas, new studios audio equipment, a new portable field-or-studio desk, and a tripod with an improved friction head. From the RCA Engineering Products Dept. will be: A. R. Hopkins, mgr. of broadcast and communications equipment section; J. R. Taylor, mgr. of advertising and sales promotion section; M. A. Trainer, mgr. of broadcast studio products group; Dana Pratt, mgr. of broadcast transmitters products group; C. M. Lewis, mgr. of broadcast and communications field sales group; W. W. Watts, veepee in charge of engineering products dept.; T. A. Smith, gen. sales mgr. of engineering products dept. From the RCA sales staff are: W. L. Babcock, Henry Duszak, D. Bain, E. S. Clammer, E. C. Tracy, F. D. Meadows, and E. T. Griffith. W. O. Hadley and M. Gaskill will attend for the advertising and publicity staffs. Broadcast field salesmen present will be: A. Josephsen, J. E. Young, R. J. Newman, P. G. Walters, W. B. Varnum, R. C. Dubois, J. H. Keachie, D. S. Newborg, E. Frost, Jr., J. F. Palmquist. From the engineering products dept.: J. E. Young, H. E. Gehring, J. H. Roe, W. J. Poch, and N. S. Bean.

RAYTHEON MFG. CO., is exhibiting its latest advances in the development of high-power, 2000 mc

TV microwave equipment, and a new RC-12 master studio console for use in regular AM and FM studio work and also for the audio of television. Other Raytheon items include TV monitors for use in studios, control and film rooms, and clients' and announcers' booths, and also a new RRC-10A equipment rack cabinet which is already used in housing standard Raytheon broadcast equipment and is also especially suitable for custom-built equipments. Raytheon heads and representatives at the convention booth are: Ray C. Ellis, v-p; James J. Tynan, sales mgr.; John S. Spargo, sales promotion; William Short, Andrew Bark, and John Lorber, of the engineering dept.; Leonard A. Rooney, broadcast sales manager; L. Edward Pamphilon, broadcast equipment sales dept.; Rob't H. Bauman, Chicago Raytheon mgr.; Ben Farmer, Warren Cozzens, Henry Geist, W. B. Taylor, and Howard D. Crissey, representatives.

SESAC INC., is maintaining headquarters in Room 530A, 528A, and also have an exhibit in the Exposition Hall featuring its latest special transcriptions and a catalog of over 1200 musical bridges, themes, and moods covering 200 categories. For Sesac are: R. C. Heinecke, K. A. Jadassohn, Ken Parker, Ralph Baruch, Lou Trappe.

Would Unite Amer. Cable & RCA Comm.

(Continued from Page 1)

graph Co., according to a report by Kenneth E. Stockton, pres. of American Cable. Stockton went on record as saying American Cable, an affiliate of International Tel & Tel, is opposed to the Western Union plan to unite domestic and international telegraph services in an enlarged Western Union. His reasons were that possible government subsidies might lead to government ownership in both domestic and international telegraph fields. He further stated that Congress must evolve and implement a national policy on the subject as soon as possible.

"We believe," Stockton said, "that it is against the national interest and contrary to the interests of the international telegraph service that it should be dominated by a domestic telegraph monopoly. On the other hand, there is no reason why an independent international telegraph merger, acting in co-operation with the domestic merger, cannot give as good international telegraph service as could a single interest controlling both facilities."

No agreement has yet been reached on the price to be paid for the Western Union cables. If an agreement cannot be reached in subsequent discussions, the FCC may be asked to evaluate the cables.

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Mr. Neely

This is our man. Look for him, please, at the Convention.

Mr. Neely is ready (and willing), to answer any question about Allied top quality services. He is at The Stevens Hotel, Room 2229, especially for this purpose. We are the largest Custom processing and pressing transcription and phonograph record plant in the United States.

ALLIED RECORD MANUFACTURING CO., INC.
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Take home . . .
REAL SALES AMMUNITION

Load up . . .
WITH INFORMATION ON

RED RYDER
52 Half Hours

and

ALL STAR WESTERN THEATER
90 Half Hours

See: **HARRY S. GOODMAN**
515A-517A — STEVENS

Name Pack Program Director At WNEW

(Continued from Page 1)
named station manager of WNBC and WNBT.

Pack's appointment has been rumored in the trade since the announcement of Cott's switch was made two weeks ago. Pack is presently, and has been for the past two years, the station's director of publicity and special events.

Prior to joining WNEW, Pack was director of publicity and a member of the program board of WOR, New York. He has been active in New York radio for the past eighteen years.

During the war Pack served with the AAF and wrote and produced more than 300 local and network programs for the armed forces.

In addition to his publicity and special events duties at WNEW, Pack has been an instructor in the Radio Workshop at NYU for the past three years and he has also authored a number of books on radio.

Pack is a frequent contributor to several national magazines.

Stork News

Elmore Jones, who is in charge of purchasing for WNEW, is the father of a five-pound baby boy born Friday. Mother and child doing well. Jones has been with WNEW for the past 15 years.

Chicago Dine and Dance Spots

(Courtesy This Week in Chicago)

(With Floor Shows)

BLACKHAWK RESTAURANT, Randolph and Wabash (RAn. 6-2822). Gracious and roomy, mirrored paneling. Shows 8, 11 p.m. M-F, 8, 11 p.m., 1 a.m. Sat.; 5, 8, 11 p.m. Sun. Open 11:30-2 a.m. (Central)

BOULEVARD ROOM, Stevens Hotel, 7th and Mich. (WAb. 2-4400). Magnificent and large room, newly decorated in gray, white and turquoise. Production shows 8:30, 11:03 p.m. Open 6:30 p.m.-2 a.m.; Sat. until 3 a.m. (Central)

CHEZ PAREE, 610 Fairbanks Court (DEl. 7-3434). Pretentious productions featuring name entertainments. Gold coast. Shows 8, 12 p.m., 2 a.m. Open until 4 a.m. (Near North)

CLUB ALABAMA, 747 Rush Street (WHl. 4-9600). Flaming Crater dinners and sizzling shows featuring many singers. Shows at 9:30, 11:30 p.m., 1:30 p.m., 3:30 a.m. Open until 4 a.m. (Near North)

COLLEGE INN, Hotel Sherman, Clark and Randolph (FRa. 2-2100). Modernistic decor and "musical montages"—salutes to famous composers. Shows at 9, 12 p.m. Open 11:30 a.m.-2:30 a.m.; 5 p.m.-1:30 a.m. Sat. until 2 a.m. (Central)

CUBAN VILLAGE, 715 North Ave. (MlC. 2-6947). Dinners from 8 p.m. in dimly lit background. Shows and music emphasis South American touch. Open 6 p.m.-4 a.m. (North)

EMPIRE ROOM, Palmer House, State and Monroe (RAn. 6-7500). Lavish green and gold room provides swank setting. Production shows 8:30, 12 p.m. Opens 6 p.m.-2 a.m.; Sat. until 3 a.m. (Central)

MARINE DINING ROOM, Edgewater Beach Hotel, 5349 N. Sheridan (LOn. 1-0000). Magnificently large room, seasonably decorated. Dancing Sun. thru Fri. 7 p.m. to 1 a.m. Sat. 7 p.m. to 2 a.m. Production shows Sun thru Fri. 8:30 p.m. and 11 p.m. Sat. 8:30 p.m. and 12:00 p.m.

MAYFAIR ROOM, Blackstone Hotel, 636 S. Michigan (HAR. 7-4300). Smart supper

club, beautifully hung in shocking pink and white. Name entertainments. Shows at 9:15 and 11:45 p.m. Open 6 p.m.-1 a.m. Sat. until 2 a.m. (Central)

SWISS CHALET, Bismarck Hotel, 171 W. Randolph (CEn. 6-0123). Chicago's newest. Old World charm in modern decor. Tempting Swiss dishes, tasty Bismarck food. Luncheon—Dinner—Supper. Dancing and entertainment nightly. Shows at 8:15 and 11:30. (Central)

VINE GARDENS, 614 W. North (MlC. 2-5106). Tiered dining room, with mirrored paneling. Features shows nightly at 8:30, 11:30 p.m., 2 a.m. Sat. 4 shows. Open until 4 a.m. (North)

(No Floor Shows)

BALINESE ROOM, Blackstone Hotel, Michigan at 7th (HAR. 7-4300). Ultra chic. Music by Danny Casella orchestra. Open 1:30 p.m.-1 a.m.; Sat. until 2 a.m. (Central)

BLUE DANUBE CAFE, 500 W. North (MlC. 2-5988). European mood and Hungarian cooking. Music and entertainment. Open late. (North)

CAMELLIA HOUSE, Drake Hotel, Michigan at Walton (SUP. 7-2200). An ornate mounting for society to dine and enjoy music for dancing. Open 12 n.-3 p.m.; 6 p.m.-1 a.m. M.-Th.; Fri. until 2:30 a.m. (Near North)

GLASS HAT Congress Hotel, Michigan at Congress (HAR. 7-3800). Smartly decorated room with clever bar arrangement. Tea dancing daily, also evenings. Open 4 p.m. (Sat. at 12)-2 a.m. (Central)

GLASS HOUSE, Graemere Hotel, 3400 W. Washington (VA 6-7600). A unique mirror setting for subdued but informal enjoyment. Dancing after 9:00 p.m. Open 11:30 to 2:00 a.m.

IVANHOE, 3000 N. Clark (GRa. 2-2771). England in the 12th century, catacombs, wine cellar. Musical fare is modern. Open 5:30 p.m.-2:30 a.m. (North)

LOUIS ROOM, LaSalle Hotel, LaSalle and Madison (FRa. 2-0700). Lush, modernistically decorated but intimate room. Dinner music from 7 p.m. Dancing after 9 p.m. Open 11:30 a.m.-1 a.m. (Sat. 2 a.m.) (Central)

Putnam's Party

Mr. and Mrs. George Putnam will be hosts tonight to a group of British and American dignitaries at the English Speaking Union Club in New York following Putnam's presentation of Hollywood's "Oscar" to the British government for their documentary "Daybreak In Uti." Putnam will make the presentation on his regular Friday evening program over the DuMont web.

ON YORE HOSS PODDNER

RED RYDER'S IN TOWN

52 Thrilling 1/2 hours

CONVENTION HDQRS.

HARRY S. GOODMAN

515A - 517A
Stevens Hotel

Commission Okays Seven New Stations

(Continued from Page 1)

one kilowatt were the Tri-State Broadcasting Company, Summerville, Ga., (950 kc.), and Uniontown Newspapers, Inc., Uniontown, Pa., (1300 kc.), the Fort Stockton Broadcasting Company, Fort Stockton, Tex., as okayed for daytime hours with 250 watts on the 860 band.

Four stations were granted for unlimited operation with 250 watts. They include permits to Blackfoot Broadcasting Company, Blackfoot, Idaho, for the 1490; Chet Gonce, Reno, Nev., for the 1230 band; Wilkes Broadcasting Company, Boone, N. C., for the 1450 band, and Pacific Broadcasting Corp., Raymond, Washington, for the 1340 band.

KREM Plea Granted

KREM, Spokane, Wash., was permitted to change from the 1340 to the 970 band, increasing its power from 250 watts to one kilowatt, and KIEM, Eureka, Cal., was granted a permit to increase its power on the 1480 band from one to five kilowatts, taking steps to provide protection to other stations.

The Commission also okayed the assignment of the license of KRKL, Kirkland, Wash., from F. L. Thornhill to W. A. Channess and L. W. Ostrander for \$52,500. Control of KSUM, Fairmont, Minn., went from Charles Potter and partners to Leo J. Seifert for \$8,000, and the Commission also approved the assignment of the license of KSTA, Coleman, Texas, by sale of 20 per cent of the stock from Charles L. South to Mrs. Billy B. Beach for \$9,000.

RMA Outlines Drive For 3-Speed Players

(Continued from Page 1)

turing industry, the committee, under Chairman J. A. Berman, sales manager of Shure Brothers, Inc., Chicago, plans to enlist the cooperation of set manufacturers, distributors, dealers, servicemen, and the trade press in promoting its program through advertising, publicity, exhibits, and by other means.

Chairman Berman said that the campaign has two major objectives: (1) to increase sales of TV-radio-phonograph combination sets and to urge set manufacturers to attach phono jacks on all TV only receivers and (2) to persuade owners of single speed phonographs to modernize them by installing three-speed record playing equipment where they do not want to buy completely new combinations.

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Radio Station
Representatives

Convention Headquarters:

DRAKE HOTEL

Max M. Everett, pres.

New York Chicago Los Angeles San Francisco

UN Offering Stations Shows For Sponsors

(Continued from Page 1)

past co-operation given the UN Information Division by radio stations and said he understood the stations' positions with regard to cancelling commercial programming in order to present UN shows.

Therefore, he said, the UN would in the future prepare all programs with "open ends" in order that local stations might present local sponsors' messages. Said Mr. Cohen:

"The Department of Public Information is anxious to promote all practical steps leading toward a greater dissemination of news of the United Nations. The Department is very conscious of the great amount of very excellent time which has been made available by radio stations throughout the United States for UN programs. At the same time, we realize it is increasingly difficult to expect valuable time to be set aside regularly for sustaining public service programs.

"To meet your generous past co-operation, we are taking steps to facilitate sponsorship of UN programs as of May 1st. A copy of our sponsorship code is being sent you. It is our hope that this will make it possible for even more stations to avail themselves of our material and thereby bring a greater understanding of the United Nations to more and more listeners."

Regarding the local sponsorships, Mr. Cohen stated, the following requirements have been set forth: sponsors must use institutional type copy, do no direct selling, and use no middle commercial. Promotional publicity must be in keeping with institutional character of the sponsorship, and the UN reserves the right to check copy from time to time. In cases of local sponsorship on indie stations, UN Radio will rely on station management to uphold these conditions; whereas, on network airings, the arrangements will be approved by UN Radio for each program or series.

UN programs providing for the local insertion of 30-second announcements at the opening and close are: "UN Today" and "UN Story."

Baltimore's Five-A-Week Major League Coverage

(Continued from Page 1)

major league broadcasts. The city, larger than many major league cities, has an International League Club and Major League broadcasts have been blocked until this year. WSID, in suburban Essex but with a Baltimore mail address, will carry the programs as part of a regional chain linking with WWDC, Washington, to give play-by-play accounts of the Washington Senators games in the American League. Arrow Beer will sponsor.

The American League games will compete for listeners with the International League tilts of the Baltimore club, which are carried by WITH.

Rodney Starts WNEW Show

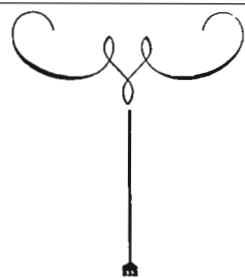
Don Rodney, formerly a vocalist and guitar player for Guy Lombardo, has begun his own show over WNEW, Monday through Friday from 4 to 4:15 p.m. Rodney has written several hit tunes including "Four Winds and the Seven Seas" and "Funny Little Money Man."

Chicago Theaters

"THE MADWOMAN OF CHAILLOT" at the Erlanger Theater, 127 N. Clark (ST 2-2450). Multiple award comedy with Martin Hunt, John Carradine, Estelle Winwood and Nydia Westman.
 "KISS ME KATE" at the Shubert Theater, 22 W. Monroe (CE 6-8240). Cole Porter's hit musical with the national company starring Anne Jeffreys and Keith Andes with Marc Platt and Betty George.
 "BORSCHIT CAPADES" at the Blackstone Theater, 60 E. Balboa (CE 6-8240). English-Yiddish variety all-star revue.
 "LEND AN EAR," the young musical at the Great Northern Theater, Jackson at State (CE 6-8240). Starring John Beal with Dorothy Babbs.

Kaye Pic In London Record

London (By Cable) — Warner's "The Inspector General," broke every existing boxoffice record in its first week's run at the Warner Theater here.



Welcome to Chicago

WILLIAM G. RAMBEAU COMPANY

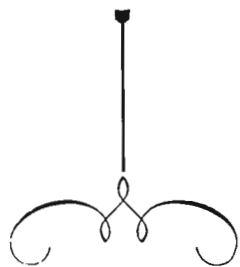
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WENR-TV	Chicago
WGN-TV	Chicago
WNBQ-TV	Chicago
WLWT	Cincinnati
WEWS	Cleveland
WXEL	Cleveland
WBNS-TV	Columbus
WLWC	Columbus
WTVN	Columbus
KRLD-TV	Dallas
WFAA-TV	Dallas
WLWD	Dayton
WJBK-TV	Detroit
WXYZ-TV	Detroit
WSAZ-TV	Huntington
WFBM-TV	Indianapolis
WMBR-TV	Jacksonville
WDAF-TV	Kansas City
WGAL-TV	Lancaster
WJIM-TV	Lansing
KECA-TV	Los Angeles
KFI-TV	Los Angeles
KLAC-TV	Los Angeles
KTSL	Los Angeles
KTLA	Los Angeles
WAVE-TV	Louisville
WMCT	Memphis
WTVJ	Miami
WTMJ-TV	Milwaukee
WTCN-TV	Minneapolis
WNHC-TV	New Haven
WDSU-TV	New Orleans
WABD	New York
WCBS-TV	New York
WJZ-TV	New York
WNBT	New York
WOR-TV	New York
WPIX	New York
WTAR-TV	Norfolk
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WOAI-TV	San Antonio
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KGO-TV	San Francisco
KPIX	San Francisco
KRON-TV	San Francisco
WRGB	Schenectady
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KSD-TV	St. Louis
WHEN	Syracuse
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TELEVISION DAILY

Section of RADIO DAILY, Monday, April 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

RCA HAS NEW THEATER-TV SYSTEM

TELE TOPICS

WITH THE WORD, just received, that Faye Emerson's sponsors decided to move her back to CBS-TV before she even began telecasting from NBC-TV (see story, next column), the heavy TV network competition for top talent and "name" programs is once again underlined. NBC snared the Frigidaire holiday series because, as a web spokesman put it, "of superior facilities." And when ABC inked Packard's "Holiday Hotel" series, their spokesmen also alluded to "superior facilities." What NBC meant was that they had more station outlets, and what ABC meant was that they had bigger studios in New York and Hollywood. CBS, meanwhile, keeps moving along with Godfrey and a heavy accent on program development, while DuMont is gradually developing program and talent strength. Sponsors, meanwhile, are getting a heavy play from all four, each stressing its individual advantage.

BOB HOPE'S video debut has NBC very happy as the result of his 49.4 nation Hoopering which is second only to Milton Berle's best. Hope's rating, the web points out, suffered, too, as a result of the limited sets-in-use at the time the show was aired. Frigidaire is supposedly also very happy about the whole thing and intends to plunge ahead with the other Hope holiday shows. . . . Lorraine Day and Freddie Robins will conduct the "Lorraine Day Show" over WPIX preceding all New York Giants home games. . . . Hank Sylvern will act as musical director for the forthcoming Carnegie Hall Concert for UPA. . . . Charles F. Lowe has been named TV chief for Erwin-Wasey on the West Coast. . . . Wyllis Cooper will premiere his new "Stage 13" video offering on CBS-TV Wednesday. The Cooper show replaces "Joey Faye's Frolics," which wasn't around long enough to get reviewed.

"THE ALAN YOUNG SHOW" was almost as good in its second stanza as it was in its first. CBS has really come up with a winner in this package. . . . DuMont's George Putnam played host to a group of British dignitaries on Friday night following his "Broadway to Hollywood Edition" telecast. Party was at the English Speaking Union and was in connection with the Britishers' reception of a Hollywood "Oscar" which Putnam presented on his program. . . . "What in the World," which premieres tomorrow, has caused a program shift at WCAU-TV. . . . Hood Rubber Co. is the latest big sponsor name to enter video with a series of spots in virtually all major markets. . . . CBS-TV will televise a portion of the British Auto Show on Thursday from New York. . . . WKY-TV has extended its test pattern schedule to 16-hours weekly.

NBC Leads Hooper Sweepstakes

The latest TV network Hooper report for February lists a distribution of the top 20 shows giving 11 to NBC, 5 to CBS, 3 to ABC, and 1 to DuMont. NBC has increased the number of its programs in the "Top Twenty" by one; CBS dropped two, and ABC added one. The top twenty are: "Texaco Star Theater," 65.4 (NBC); "Godfrey's Talent Scouts," 48.2 (CBS); "Toast of the Town," 42.7 (CBS); "Godfrey and His Friends," 41.0 (CBS); "Stop the Music," 38.9 (ABC); "Kraft TV Theater," 35.8 (NBC); "Lone Ranger," 35.8 (ABC); "Philco TV Playhouse," 35.2 (NBC); "Lucky Strike Theater," 34.1 (NBC); "Fireside Theater," 33.3 (NBC); "Lights Out," 33.1 (NBC); "Gillette Cavalcade of Sports," 32.7 (NBC); "Cavalcade of Stars," 32.6 (DuM); "Original Amateur Hour," 31.5 (NBC); "Martin Kane," 30.7 (NBC); "Studio One," 30.2 (CBS); "Super Circus," 29.5 (ABC); "Kay Kyser's College," 28.9 (NBC); "Hopalong Cassidy," 28.7 (NBC), and "Man Against Crime," 28.4 (CBS).

Name Sullivan, Lewis New TV Transmitting CBS Staff Producers System Introduced

Ed Sullivan, emcee of CBS-TV's "Toast of the Town," and Marlo Lewis, who produces that show, have been named CBS-TV staff producers, according to an announcement Friday by Hubbell Robinson, CBS vee-pee in charge of programming. Lewis will resign his current post as executive vice-president of Blaine-Thomson, Inc. to accept the new CBS post.

Robinson said that the two new producers—and Sullivan's appointment came as a surprise to most of the industry—would primarily be concerned with the development of new TV program ideas and talent.

Robinson also announced that "the Faye Emerson Show," which switched to NBC-TV from CBS last Saturday night, will reverse its field and return to CBS-TV at the end of its current NBC contract.

"The Popsicle Parade of Stars," a special summer show under sponsorship of Popsicle, will bow on May 15 with Milton Berle scheduled as star of the first program, to be followed by Arthur Godfrey, Tony Martin, Groucho Marx, Fanny Brice

Chicago—A new system for transmitting TV programs in which high quality sound and picture can be relayed simultaneously over a common radio link was described here Friday before the NAB Convention by H. G. Miller and Leo Staschover, Federal Telecommunication Laboratories, Inc., engineers. FTL is a research unit of IT&T.

Represents New Departure

Under present methods, they said, pictures and sound are transmitted separately but, in a departure from existing technics, the new system may be used with FM radio links and repeaters or with video cable circuits, thereby eliminating the need for high-quality telephone lines for sound transmission.

Designed for high fidelity sound transmission over any wide band relay system, the new IT&T equipment includes a device which introduces the sound program material at the sending end of the radio link.

and others, Robinson said. Show will be TV debut vehicles for Marx and Brice.

Press-Time Paragraphs

Three Dimensional Pictures

Boston—Three dimensional television images can be created with a minimum of additional equipment, said Dr. V. K. Zworykin of the RCA Laboratories before the Institute of Radio Engineers here Saturday. Usefulness of the system would be valuable in specialized industrial applications.

WLW-T Business Increased

Cincinnati—The recent upward trend of business has been reflected in the number of sponsors on station WLW-T with a March increase of 37 per cent over February, and a 160 per cent increase over the same period last year.

Pictures Clear As Film On 35mm., MPAA Is Told

Washington Bureau of RADIO DAILY

Washington—The RCA laboratories have developed a new system of theater television capable of sending pictures as good as are presently projected on 35 mm. film, industry lawyers were told here Friday during a luncheon on TV problems at the headquarters of the MPAA. New equipment, said to project a high-definition picture on much narrower bands than have heretofore been thought practical for big-screen video, will be demonstrated next month in New York.

Reported by Kodak Official

The new development was reported by Donald Hyndman, of Eastman Kodak, representing the SMPTE. He told the group that the problem of finding spectrum space for theater service now appears to be less baffling. A 625-line picture can be sent on an eight-megacycle band by the new RCA equipment, he said. The present home-video picture is only 525-line, going over four megacycles in a six-megacycle band, with additional space required for the sound signal. It is believed that the theater service will require 10-megacycle channels.

Follows Fox Predictions

These band-widths matched the predictions made by 20th Century-Fox last Fall.

Higher-definition pictures in full color can be sent on 24-megacycle bands as a result of the new RCA development, it was indicated. Paramount and SMPTE had spoken of 50-60--megacycle channels last Autumn.

The group meeting here Friday was generally agreed that FCC hearings on theater television probably will not be heard before Autumn.

Pick-Up

Started Friday, WHNC-TV, New Haven, Conn., telecasts Brooklyn Dodgers home baseball games under sponsorship of the Schaeffer Brewing Co. Gimmick is that, for the first time in video, WHNC-TV will televise the games by picking up the signal transmitted by WOR-TV in New York. Tests conducted proved to engineers of both stations that the signal was constant enough to warrant such a simulcast. The stations are not connected in any way.

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Hayloft Harmonizers

Cosmopolitan Rhythms
Modern Organ Rhythms
Fraternity Glee Club

Continental Orchestra
Music by Los Andrinis

Philharmonia Orchestra
Concert Hall Orchestra

Havana Dance Orchestra
Pan American Orchestra
Fiesta Dance Orchestra

National Symphonic Band
Rosalie Allen, Folk Singer

Aeolian String Symphony
Hank Keene and His Gang
International Folk Songs

Folk Songs by Oscar Brand
The Barbershop Balladeers

American Concert Orchestra
Tex Fletcher and Ranch Hands
New World Symphony Orchestra

Songs of Faith, Bill Osborne
Stamps-Baxter Gospel Quartets

Eddie Brown's Salon Orchestra
Eddie Alkire's Modern Hawaiians

Charles Magnante, Accordion Solos
Ray Smith's Rocky Mountain Rangers
Trinity Choir of St. Paul's Chapel

Sacred Melodies, Carillon and Organ

Anna Kaskas, Metropolitan Opera Star

Square Dances called by Ed Durlacher

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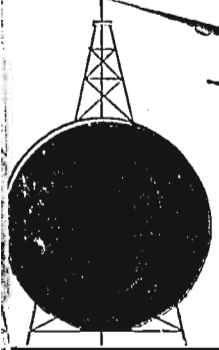
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 12

NEW YORK, TUESDAY, APRIL 18, 1950

TEN CENTS

UN PRAISE FOR INDUSTRY AT NAB MEET

Mutual Takes Steps To Develop TV Network

Five Stations Set As Package TV Deal

Chicago — Taking the first step toward the formation of a television network, the Mutual Broadcasting System, following a board meeting in Chicago the past weekend announced that its stockholders' television stations will be available to advertisers who desire to telecast their pro-

(Continued on Page 4)

Big Ten Bans Live Telecasts Of Football

Television leaders attending the NAB convention at the Hotel Stevens expressed concern yesterday over the action of the Western Conference barring live pickup of the Big Ten football games this fall. The Conference ruled that deferred film coverage of the games could be shown on TV stations twenty-four

(Continued on Page 43)

Dunton Mum On C.A.B. Plan To End Set-Fees

C.A.B.'s proposal that the \$2.50 annual license fee on radio receiving sets in Canada be dropped and that CBC be financed by the Dominion Government, brought from A. D. Dunton, chairman of the CBC

(Continued on Page 40)

Sex Appeal

A fetching blond model in shorts was used by public relations men to pass out copies of a bill proposed by Congressman Harry R. Sheppard which calls for the amendment of the Communications Act of 1934. Interest of the indie broadcasters seemed to be centered more on the model than the contents of the Sheppard bill introduced in the house.

CBS Mulls Color-TV-Set Manufacturing

Washington—The possibility of CBS interesting a group of business men in the formation of a corporation to distribute—and perhaps even manufacture—CBS color-TV-system receivers, if the FCC approves the CBS color system and if present manufacturing companies refuse to make sets capable of receiving CBS color, was advanced yesterday by Frank Stanton, president of CBS, at the FCC hearings held here.

Making his statement during cross-examination, Stanton said the new company might be a 50-million-dollar corporation, possibly financed by the sale of 10 million shares at \$5 per share and licensed under CBS patents. It might contract with other manufacturers to make its sets, confining its activities to the distribution of those sets, or the new company might manufacture the sets itself. Stanton also said that CBS might, or might not, license the new company to make use of the name "Columbia" in its corporate title.

NAB Board Opposes CBS Snares Saturday Hoover Plan Section Garden Video Rights

Chicago—Members of the NAB board Saturday proposed a resolution opposing Reorganization Plan No. 11 which would transfer from the Federal Communications Commission to the chairman of the Commission important executive and administrative functions of the Commission. The resolution holds that "the plan perverts the recommendations of the Hoover Commission on

(Continued on Page 40)

Television rights for Saturday night sports events at Madison Square Garden for next Fall and Winter have been acquired by CBS, Hubbell Robinson, Jr., CBS vice-president announced yesterday. No price was given, but estimates put the package in the neighborhood of \$100,000.

Included in the deal which begins on October 7 and runs for 26 weeks through March 31, 1951 are

(Continued on Page 43)

New York Stations Asked To Stop Legal Info Shows

New York radio stations yesterday were asked by the New York County Lawyers Association to stop broadcasting programs of legal informa-

(Continued on Page 40)

Pacific Regional Network Starts Operation May 14

The Pacific Regional Network, new California web, goes into full scale operation on May 14th with first paid broadcasts being aired over

(Continued on Page 38)

Ryan Confirmed As Gen. Mgr. Of NAB For Three Year Term

Chicago—The board of directors of NAB meeting at the Hotel Stevens Saturday afternoon confirmed the appointment of William B. Ryan, general manager of KFI, Los Angeles, as general manager of NAB and it was announced that he would take the new post on May 1. Ryan was hired as general manager of the industry organization on the

basis of \$25,000 a year. His term runs for three years.

The appointment of Ryan came as no surprise. The action dates back to the board meeting at Chandler, Arizona, last November, at which time the board voted to employ a general manager acceptable to Justin Miller, president, and appointed

(Continued on Page 4)

Service To World Cited By Austin; Attendance Off

By FRANK BURKE
Editor, RADIO DAILY

Chicago — Paying tribute to the broadcasting industry for having contributed more than five million dollars in air time to the United Nations cause the past year, Ambassador Warren R. Austin, United States representative to United Nations, addressed the opening day's ses-

(Continued on Page 37)

Jacobs Urges Better Radio Pub. Relations

Chicago—Stressing the need for improved public relations within the broadcasting industry and expressing optimism about the outlook for indies, Lee Jacobs, mgr. of KBKR, Baker, Oregon, as acting chairman of the Unaffiliated Stations conference Sunday, keynoted the indie day's meeting.

"There is too much dissension

(Continued on Page 42)

Edwards To Do Special Program On Fla. Election

Frank Edwards' news commentaries on Mutual picks up nine additional broadcasts in Florida for special broadcasts on April 20 and 21 which will be in support of Senator

(Continued on Page 2)

BMI Celebrates

Officers of Broadcast Music, Inc., and members of the board gathered at the Ambassador East Hotel Monday night at an informal dinner celebration commemorating the 10th anniversary of the industry music organization. There were no speeches but a lot of reminiscing went on. Consensus was that BMI has come a long way.



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Financial

The financial report for yesterday will be found on Page 4 in this issue of RADIO DAILY.

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STEVENS HOTEL

Edwards To Do Special Program On Fla. Election

(Continued from Page 1)

Claude Pepper for reelection. Sponsored by Labor's League for Political Education in Florida, the commentaries go out additionally to: WROD, Daytona Beach; WRUF, Gainesville; WTMC, Ocala; WLOF, Orlando, WGLF, DeLand; WGLP, Panama City; WTAL, Tallahassee; WIRK, West Palm Beach; and WIRA, Fort Pierce. Regular Mutual outlets carrying the commentaries in Florida are: WKAT, Miami; WTSP, St. Petersburg; WHJP, Jacksonville; WONN, Lakeland; and WSIR, Winter Haven.

Joins WJPS

Joseph "Bud" Sova has joined WJPS, Evansville, Indiana, as commercial manager. Ten years in radio, Sova was formerly general manager of WAJL, transit radio station in Flint, Michigan. Previously he was with WFBL and WNDR, Syracuse, and WERC, Erie, Pa.

Roger McMahon has also joined the WJPS commercial department as sales representative.

New WXGI Talent

Latest addition to the WXGI, Richmond, Va., program talent is Frank Porter, who will emcee the "Country Store" program which he has previously aired for WARL, Arlington, Va., and WLEE, Richmond.

Admiral Corp. Earnings Doubled In First Quarter

Chicago—Net earnings of the Admiral Corporation more than doubled in the first quarter of 1950 as compared with the same period in 1949, Ross D. Siragusa, president, told stockholders at their annual meeting on April 15.

Quarterly Sales

Sales for the quarter were \$6,291,409 producing a net of \$4,158,449. In 1949, sales for the period were \$23,513,097 giving a net profit of \$1,536,217. The earnings are equal to \$2.08 a share.

Benny Road Show Cuts Dry Run Before Tour

West Coast Bureau of RADIO DAILY

Hollywood—In preparation for its series of one-night stands, the Jack Benny show is doing a one-night break-in date at the Pasadena Civic Auditorium on May 10th to get a hold on show-timing and costume changes before the regular opening in Wichita on May 16th. Phil Harris, Rochester, Vivian Blaine, and the Wiere Bros. round out the show cast as it gets under way for the tour. The last seven bookings take in Pittsburg, May 29; Buffalo, May 30; Toronto, May 31; Syracuse, June 1; Montreal, June 2; Boston, June 3; and Scranton, June 5. In between the last two, on June 4, the Benny show plays Carnegie Hall, New York, for the benefit of the Damon Runyon Cancer Fund.



All balled up

Some timebuyers we know are just as bewildered as this tangled-up puppy. All because they're trying to find the best radio buy in the rich Baltimore market.

The solution for them is simple—they ought to buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is the station that delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

THE UNITED PRESS

cordially invites broadcasters

attending the NAB convention

to visit U.P.'s headquarters

SUITE 2506A

STEVENS HOTEL



Free Speech

Mike

RADIO!

AMERICA'S GREATEST ADVERTISING MEDIUM

***Dedicated to Public Service and
the Preservation of American Freedom***

WGAR ★

50,000 WATTS
CLEVELAND

WJR ★

50,000 WATTS
DETROIT

KMPC

50,000 WATTS (DAYS)
LOS ANGELES

THE GOODWILL STATIONS

Ryan Confirmed By NAB As Gen'l Mgr.

(Continued from Page 1)

a five man committee to canvas the field.

Ryan's selection by the board group came some weeks ago. RADIO DAILY on March 20 reported that Ryan would become general manager and that he was resigning his post with the Earle Anthony stations.

In accepting the general management Ryan said that he has resigned his KFI position and also resigned as director at large representing the large stations on the NAB board.

Reinsch to Coast

Following the announcement on Saturday rumors went the rounds at the convention that Leonard Reinsch, general manager of the Cox stations, might succeed Ryan as general manager of KFI and KFI-TV. Reinsch was not available for comment.

Ryan, one of broadcasting's best known figures, joined KFI, which is owned by Earle C. Anthony, Inc., in 1943, after seven years as a network and station executive in San Francisco. He joined NBC as a salesman in San Francisco in 1937. Within a month he was named sales manager of KGO and KPO for the NBC Red and Blue (now ABC) networks. In January, 1942, he was named general manager of the newly formed Blue network company and took over management of the company's key station in Northern California, KGO.

Prior to entering radio, Ryan spent nine years with Foster & Kleiser, during which he became head of the outdoor advertising firm's agency relations, posters and promotion departments.

Ryan was born in Jefferson, Okla. He was graduated with a BS degree in accounting and marketing in 1925 from the University of California. After doing graduate work at Northwestern University in Evanston, Illinois, he organized and directed the School of Business Administration for the University of Southern California.

FINANCIAL

(April 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 1/8	12 3/4	13
Admiral Corp.	38 1/2	37 1/8	38 3/8
Am. Tel. & Tel.	155 3/4	155 5/8	155 5/8
CBS A	36 1/2	36 1/4	36 1/4	- 1/4
CBS B	36 1/2	36 1/2	36 1/2	- 5/8
Philco	49 3/8	47 1/4	49 3/8	+ 3/4
RCA 1st pfd.	79 1/2	78 3/4	79 1/2
RCA Common	21 1/2	20 3/8	21 1/2	+ 1/2
Stewart-Warner	17 1/4	16 7/8	16 7/8	+ 1/2
Westinghouse	34 1/2	34 1/8	34 1/4	- 3/8
Westinghouse pfd.	103 3/8	103 5/8	103 5/8
Zenith Radio	68 3/8	67	68 3/8	+ 3/8
OVER THE COUNTER				
		Bid	Asked	
DuMont Lab.		23 3/4	24 3/4	
Stromberg-Carlson		15 1/2	17	

WINDY CITY WORDAGE

By HERB KRAUS

NAB News And Notes. . . !

It's common talk in the corridors of the Hotel Stevens that NAB's Justin Miller and members of the board are disturbed about the passive interest of the networks in the industry organization's operations. . . . rumored that one network is paying memberships of owned and operated stations on a month to month basis, another would have the webs withdraw from membership and a third has adopted a watchful waiting policy. . . . If the networks would withdraw it would cost NAB about \$200,000 in revenue and besides would seriously affect the prestige of the industry organization.

Chicago

Other gossip in the lobby of the Michigan boulevard hotel is that the Don Lee network is definitely up for sale and that the package includes four radio stations, TV operations, the later Don Lee's yacht as well as other business holdings. . . . CBS, they say, has an eye on the Don Lee TV transmitter atop Mt. Wilson and hopes to acquire it as their L. A. outlet. . . . Sale of the Don Lee web might also have its affect on the operational structure of the Mutual network.

Things perked up over the weekend with the arrival of hundreds of broadcasters for participation in the management conference. . . . Their presence was especially noticeable at the heavy equipment exhibit in the basement and on the fifth floor where the transcription companies, accessory firms and others have their display. . . . gimmicks to attract visitors to the fifth floor are many. . . . the outstanding one is the giveaway key which actually opens the door of Room 512 Thesaurus headquarters at the convention. . . . Carl Haverlin is one of the busiest personalities at the conventions. . . . he recorded a six-minute musical review of BMI hits over the weekend which started with "Jeannie With the Light Brown Hair" and included many Hit Parade tunes. . . . This will be played back at today's NAB luncheon.

Ed Kobak, business consultant, attended the Mutual board meeting and sat in as a new member of the NAB board at their Saturday session. . . . Kobak was also the principal speaker at the Sunday session of the indies. . . . Pierre Crenesse, director of the Northern American service of the French Broadcasting Company, telling friends of the pulling power of an article in RADIO DAILY which told of their transcription service to American broadcasters. . . . Crenesse said the piece pulled nearly two hundred requests for the gratis series of ETs. . . . John Sinn, one of the busiest exhibitors. . . . Sinn hops between the displays of the Frederic W. Ziv Company and the World Broadcasting Company on the fifth floor. . . . Oliver Grambling greeted old friends among the broadcasters in the Associated Press suite in the Blackstone Hotel which is across the street from the Stevens. . . . ditto for Sonny Werblin and Bert Lebhar of WMGM, who are here in the interest of WMGM Radio Attractions. . . . Pressure of the TV hearing in Washington is keeping several of the FCC Commissioners from attending the convention. . . . Wayne Coy, chairman, however, managed to get away for one day to address the convention this afternoon.

Affable C. E. Arney, secretary-treasurer of NAB, again has turned in an efficient job in making arrangements for the convention. . . . he has Art Stringer presiding over the equipment display and manages to get about a great deal himself in seeing that all the sessions are in order. . . . Bob Richards, public relations director, and Jim Dawson, his assistant, have set up an unusually good press room and are on hand at all times to aid the visiting newspapermen. . . . Richards even served coffee to the newsmen who arrived Saturday morning.

Mutual Enters Video With Five Stations

(Continued from Page 1)

The announcement came from Frank White, president, who also reported that all officers and directors had been elected for another year and that the board had voted to an increased budget to expand the programming and promotional activities of the network.

White also put to rest rumors that the web was for sale. He said the board of directors had authorized him to say that "no offers for the purchase of the Mutual network are being either entertained or sought."

In announcing the web's new television policy it was explained that network advertisers may now use the facilities of TV stations in New York, Chicago, Boston, Washington and Hollywood as a package deal or can purchase time for the facilities of any one of the group. Under the present arrangements kinescopes will be used in exchanging programs between the west coast and east coast. Coaxial cable will be used where it is practical to link stations on the eastern seaboard.

Plans Later

Detailed plans for the web's television activities will be announced later. These will include a combination rate card for the five stations and separate rates where station time is bought locally.

The stockholders re-elected Frank White as president, T. C. Streibert of WOR, as chairman, and Thomas F. O'Neil of the Yankee Network, Boston, as vice chairman.

Other officers of Mutual re-elected were A. N. Hult, vice-president in charge of sales; William H. Fine-shriber, Jr., vice-president in charge of programs; A. A. Schechter, vice-president in charge of news, special events and publicity; Robert Schmid, vice-president in charge of advertising, research and promotion; E. M. Johnson, vice-president in charge of station relations and engineering; James E. Wallen, treasurer, controller and assistant secretary; and Elbert M. Antrim, as secretary.

Other Mutual directors re-elected, in addition to Streibert, O'Neil, White and Antrim were: J. R. Poppele, WOR, New York; Linus Traverser, Yankee Network, Boston; Benedict Gimbel, Jr., WIP, Philadelphia; Frank Schreiber, WGN, Chicago; Lewis Allen Weiss and Willet H. Brown, of Don Lee, Hollywood; J. E. Campeau, CKLW, Detroit, and H. K. Carpenter, WHK, Cleveland.

Zimmerman Named

The Radio Manufacturers Association has named Harry W. Zimmerman as chairman of the committee on cabinets and finishes. Currently, Zimmerman is Cabinet Engineer for Bendix Radio and Television Division of Bendix Aviation Corp. with responsibilities for costs, methods, standards, specifications, and packing of Bendix cabinets.



***SPELLED T-H-E-S-A-U-R-U-S**

... and calling it "the source" is no kidding, either! Sales-wise programmers know that the **NEW Thesaurus** is the source of **the most commercial** ready-to-air shows in the business today. They've learned that Thesaurus productions have the big names, the smooth styling, the showmanship that hold sponsors ... build audiences. **It's no secret** that the new Thesaurus has what it takes to **boom SALES!** ...

A programmer's best friend ... *the new era in*
Thesaurus

Arthur Fiedler conducts
the "Concert Hall of
the Air"

THE CONCERT HALL ORCHESTRA

Earl Wild, pianist
Thomas L. Thomas, baritone

The "Concert Hall of the Air" places
under the celebrated baton of Arthur Fiedler

a complement of the country's outstanding symphonic

musicians and noted soloists. A half-hour of pleasurable listening

available for immediate broadcast one-or-more times a week.



New

in

April

in

new

era

Thesaurus



"Spotlight on
Shaw"

Artie Shaw

his Clarinet
and his Orchestra

Shaped around the name and fame of Artie Shaw,
"Spotlight on Shaw" opens and closes with
announcements by Artie over his famous
theme music. It's a quarter-hour program immediately
available for one-or-more broadcasts a week.

New in May in new era

Thesaurus

"The Singing Americans"

with Dr. Frank Black's

MALE CHORUS

Ray Porter, associate conductor and arranger

Complete with opening and closing choral themes, "The Singing Americans" unites 26 perfectly blended voices with a conductor of renown.



3 big new shows...

...to swing more sponsors, more listeners your way! Each has the names, the talent, the production to keep your day-in, day-out programming on a high-profit level.

Thesaurus gives you **comprehensive** programming, promotion, publicity.

You get a steady flow of hit tunes **before** they're hits... weekly continuity...

special shows... voice tracks, tie-ins, cross-plugs, sound effects... lots of production "extras." Scripts by network-experienced writers.

Your job is made easier—you **sell**—with NEW THESAURUS.

A programmer's best friend... *Thesaurus* the new era in



"Swing and Sway with SAMMY KAYE" . . . featuring the Kaydets, the Kaye Glee Club, other name artists.



The **TEX BENEKE Show** . . . exclusive Beneke and Miller arrangements by one of America's top bands.



Music by **ROTH** . . . Allen Roth, his Chorus, his Strings and Orchestra. Everything from barrelhouse to Beethoven.

8 of the many big reasons

why new era
Thesaurus
Builds Sales!



Here's **JUNE CHRISTY** with the Johnny Guarneri Quintet . . . a rare approach in relaxed rhythm.



RAY McKINLEY AND HIS ORCHESTRA . . . Ray McKinley, his vocals, his drums, and the most versatile band in the land.



OLD NEW ORLEANS . . . starring Jimmy Lytell and the "Delta Eight." Dixieland jazz and happy blues.

FRAN WARREN Sings . . . a dramatic voice and personalized style. Allen Roth directs.



"**CLAUDE THORNHILL presents Win A Holiday**" . . . a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.



recorded
program
services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

A programmer's best friend . . . *Thesaurus* the new era in

★ AGENCY NEWSCAST ★

PHILIP FRANK has been named director of research and sales promotion of WSGN and WSGN-FM, Birmingham, Ala. He was formerly executive secretary of BMB.

RAYMOND A. SHOLL, SR. and his son have formed their own general agency, Raymond A. Sholl & Co. in Philadelphia. Sholl, Sr. was executive vice-president of McLain-Dorville, Inc. while Sholl Jr., was vice-president of the agency.

A. ALLAN PETERS has been appointed vice-president in charge of the new business department of the Chernow Company, Inc. He was formerly with Marcel Schulhoff & Co. James H. Lang, Jr., has joined Chernow as director of copy and merchandising. He was formerly plans board chairman of John A. Cairns & Co., Inc.

JOHN H. WHITE has been named head of the sales department of KXOK-FM, St. Louis. He was formerly in the KXOK sales department and will now work on Transit Radio sales.

PAUL DONELAN has been named executive vice-president of the Ben Kaplan Agency of Providence, R. I.

E. C. BRADLEY has been appointed a vice-president of The Biow Company, Inc. He will continue to work on Procter & Gamble business.

BOB KIRSCHBAUM has joined Arthur Rosenberg Company, Inc. as radio and television director.

EDWARD F. BUXTON has joined the copy department of Kenyon & Eckhardt, Inc. He was formerly a copy supervisor with Ellington & Co.

DON UNDERWOOD has been named a vice-president of Bozell & Jacobs, Inc. He is manager of the Washington office. Roy H. Wensberg has been added to the board of directors.

MURRAY GOODWIN has joined the copy department of Kenyon & Eckhardt. He was formerly with Young and Rubicam.

CHARLES H. MYERS has been named vice-president of the Catherine Oglesby Advertising Agency. He was previously with Grey Advertising Agency and Benton & Bowles.

PEERLESS CAMERA STORES have named Moss Associates for a television campaign.

50,000 WATTS OF Pulling Power! AT 800 KC.

Covering a 17,000,000 POPULATION AREA IN 5 STATES

The DETROIT Area's Greater Buy! —at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means now you get even more "pulling power" in every dollar you spend on CKLW. Get the facts! Get the story first hand from those that see this "pulling power" working day in and day out right down the middle of the dial at CKLW's 800 kc.



J. E. Campan, President

Guardian Building • Detroit 26, Michigan
Adam J. Young, Jr., Inc., National Rep.

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Mr. Neely

This is our man. Look for him, please, at the Convention.

Mr. Neely is ready (and willing), to answer any question about Allied top quality services. He is at The Stevens Hotel, Room 2229, especially for this purpose. We are the largest Custom processing and pressing transcription and phonograph record plant in the United States.

ALLIED RECORD MANUFACTURING CO., INC.
1041 North Las Palmas
Hollywood 38, Calif.

You can have your

Connoisseurs agree that network radio surpasses everything else on the media menu—both for appetizing appeal and for solid nutrition. And for those who also rate it high on the *price* side of the card, we have two mouthwatering facts.

First, Mutual serves up broadcast advertising at costs well below those of any other network. Second, clients consistently get larger audience helpings per dollar on Mutual than they can anywhere else.

This news, in these times, is important to every executive who is responsible for getting the most he can from the advertising bill of fare—and still keeping the check within reason. The most convincing way we know to convey the basic fact of Mutual economy is by this straightforward invitation:

- 1 *Let a Mutual man work out with you the radio hookup that best fits your marketing needs.*
- 2 *Let him plan with you the program fare that will best assemble the audience you want.*
- 3 *Compare Mutual charges with the best buy you can find on any other network—at any cost.*
- 4 *Take a good look at the money Mutual saves you. You can pocket the difference—or use it to finance any reasonable test of any other medium you choose.*

That's why we say: on Mutual you can have your cake and eat it too. Whatever you sell and wherever you sell it, we believe that, well within 13 weeks of your acceptance of this invitation, you will get your teeth into two worthwhile discoveries: the effectiveness of network radio... and the economy of the Mutual Broadcasting System.

The Difference is MUTUAL!



REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Largest Audiences per Dollar in All Network Radio.
500 Stations; 300 the Only Network Voice in Town.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost.

the

mutual

broadcasting
system

cake



the difference is **MUTUAL!**

FIGURES AND CLAIMS MAY
OR MAY NOT IMPRESS YOU

BUT

THE SPONSORS
SPEAK FOR

WHOM

— 0 —

FOR YEARS SATISFIED
SPONSORS HAVE ACCLAIMED
OUR ABILITY TO REACH
NEW YORK'S VAST FOREIGN
LANGUAGE MARKET.

WE'D LIKE TO GIVE YOU
THE FACTS.

— 0 —

"THE FOREIGN LANGUAGE
SHOWMANSHIP STATION"



CISCO KID RIDING HIGH



Something has been added to the transcription program displays of Frederic W. Ziv Company at the NAB convention in Chicago this week, for a full line of western togs and riding accessories is being used to exploit and merchandise, "The Cisco Kid." Impact of "the Robin Hood of the West" program gave inspiration to manufacturers to provide a special "Cisco Kid" line of merchandise for children.

for profitable selling *INVESTIGATE*

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

and

WDEL-TV
WILMINGTON
DELAWARE

WGAL-TV
LANCASTER
PENNSYLVANIA



STEINMAN STATIONS
Clair R. McCollough, Managing Director
Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 12 NEW YORK, TUESDAY, APRIL 18, 1950 TEN CENTS

MGM RADIO ATTRACTIONS EXPANDING

Over 200 Affiliates Buy 1st 26-Week Cycle

Licensees Grow As Company Expands

With additional outlets joining daily, to-date a total of more than 200 stations in the United States, Canada, Hawaii and Alaska, have subscribed to the first 26-week cycle of programs produced by Metro-Goldwyn-Mayer Radio Attractions. Key cities in 45 states and Washington, D. C. have

(Continued on Page 14)

Tap Top Personnel To Produce Programs

By RAYMOND KATZ
(Director of Production, M-G-M Radio Attractions)

Probably never before in the history of the transcribed program syndication field have so many top-notch individuals been employed to create and produce programs, which have such a box-office appeal as MGM Radio Attractions. At the inception of this operation, all of the available radio personnel, both in Hollywood and New York, were carefully screened before we selected what we considered to be the best in their respective fields.

We set up autonomous production units for each of the half-hour shows taped in Hollywood, namely,

(Continued on Page 34)

PROGRAMMING PROGRESS

By FRANK BURKE
Editor, Radio Daily

METRO-GOLDWYN-MAYER—respected name of the motion picture industry these many years—is fast becoming one of the top names in the radio transcription and recording field.

TEAMED WITH M-G-M in the new radio enterprise is Music Corporation of America, the nation's top entertainment booking and production offices, who have established an unprecedented sales record for the new company and lent the prestige of the MCA name to the transcription industry.

IN LESS THAN A YEAR'S TIME M-G-M transcribed radio shows have become the symbol of good programming on stations from Coast to Coast and have received commercial acceptance by sponsors on the local level in nearly 200 communities throughout the nation.

THE SUCCESS of M-G-M was by no means accidental. It was the result of planning and work of key executives in both New York and on the West Coast and the setting up of a sales organization in collaboration with Music Corporation of America.

TO LIST the titles of M-G-M recorded programs would be listing the roll call of tops in radio entertainment. These programs, each one tested in the metropolitan and beyond metropolitan markets, are today registering high Hoopers and producing sales for their sponsors. Their quality and accomplishments are reviewed in the pages that follow.

\$500,000 Budget Set For Second Cycle

A new record was written in the American radio transcription industry this week as Metro-Goldwyn-Mayer Radio Attractions announced the beginning of its second 26-week cycle of programs featuring top drawer screen properties and personalities. Bert-ram Lehar, Jr., director of

(Continued on Page 15)

Strong Endorsements Given MGM Attractions

Strong endorsement of the MGM Radio Attractions has come to both the MGM and MCA offices from scores of broadcasters throughout the United States and Canada. The letters have not only praised the high quality of the programs but have emphasized the unprecedented ratings for these transcribed shows.

Among many of the endorsements are the following:

"As to my personal opinion of the

First-Rate Equipment Insures Quality Disk

By FRANK ROEHRENBECK
(Dir. of Distribution and Recording, M-G-M Radio Attractions)

Metro-Goldwyn-Mayer Radio Attractions' entrance into the transcription business meant that we should have the best equipment available for recording the star-studded array of features. If we were to make any impact on potential subscribing outlets from coast-to-coast it was necessary, nay, mandatory, that we fashion a transcription of tone quality unequalled in the program syndication field.

In order to reach that objective we built what knowledgeable recording engineers consider one of the finest recording set ups in the United States. Approximately \$100,000 was invested in precision equipment to meet all professional standards of performance and appearance. We installed batteries of Scully

(Continued on Page 34)

MGM's Magic Carpet

Metro-Goldwyn-Mayer Radio Attractions are heard far and wide in four countries—United States, Canada, Alaska and Hawaii. Among the coldest communities enjoying the M-G-M transcriptions is the city of Anchorage in Alaska. KBYR is the broadcasting outlet. Probably the most romantic and sunniest spots tuned to the transcribed features are these Hawaiian outlets: KOHN, Honolulu; KIPA, Hilo; KTCH, Lihue, and KMVI, Wailuku.

Utilities And Banks Buy M-G-M Products

Matching the exciting M-G-M Radio Attractions production story are the sales stories told by affiliated stations. They are stories of sponsorship of the transcribed programs by public utilities, banks, automobile distributors, electric appliance and television firms, by national food, bakery and drug concerns, and by local furniture, grocery, laundry and department stores.

Not only has the caliber of sponsor been of a consistently high level, but the programs have attracted many advertisers who do not regularly employ radio.

Satisfaction with results has been evidenced in the acquisition of additional markets by advertisers. Zotos Permanent Wave, for example, initially sponsored "The Adventures of Maisie" only over WMGM-New York, but subsequently the company took on twelve other stations, and they are considering sponsoring the show in as many as 70 markets throughout the country.

Other evidences of successful sponsorship are the large number of renewals. These include advertisers of such magnitude as the Industrial

(Continued on Page 14)

Warning To Actors

"Over the desk of Billy Grady, M-G-M casting director, hangs a sign dedicated to any actor who becomes his own greatest fan. That sign reads: 'A halo has only to fall a few inches to become a noose.'"—Paula Stone, on "Hollywood, U.S.A."

ADVERTISEMENT

MGM Affiliates "Who's Who" of Broadcasters

Strong Endorsements For MGM Attractions

(Continued from Page 13)

"I think it is only fair to compliment you at this time on the quality of the shows. I've been buying transcriptions for many years, and I sincerely feel that these are the best transcribed programs that I have come across. I purchased them to stimulate my sales staff, and they are doing that."—Fred C. Mueller, General Manager, Station WEEK, Peoria, Illinois.

"Just a note to let you know that the MGM Radio Attractions went over with a bang in the Santa Barbara area. Counting the four programs we have already sold on MGM, plus the other programs carried commercially over KTMS, we have more programs sold locally or on a national spot basis than ever in the history of the station. I can honestly say that MGM deserves a very strong assist for this success. We have thought highly enough of the programs to conduct the biggest promotional campaign ever put behind any group of shows in the Santa Barbara area."—Bill Simpson, Sales Manager, KTMS-KCOY, Santa Barbara, Calif.

"You might be interested in knowing that the sponsor's reaction to the first three programs have been very favorable. We, too, have been more than pleased with the high quality of the production and the 'big-time' showmanship of the MGM Theater. It is with pride and not conceit, that we say, not just any transcribed show will meet with WKY's standards."—Paul O. Bravner, Program Manager, WKY, Oklahoma City, Oklahoma.

"We here at WFGP are justly proud of having succeeded in selling the MGM Theater in this market, and especially to this sponsor (M. E. Blatt Company). At the first suggestion of their buying radio time, we learned that their attitude toward this medium of advertising was very plumb. In the past they've tried many different types of radio shows and ideas which hadn't been successful. . . . Signaling up a sponsor in the face of such opposition is, I believe, you'll agree, most commendable. . . ."

"We are very enthusiastic about these programs and we have good reason to believe that they're very well received in our area."—Ted Nelson, Promotion Manager, WJYN, Holyoke, Massachusetts.

"I personally am delighted with the MGM arrangement and the prospect of going to work for you. In fact, I can hardly wait to get my hands on those shows. They really are outstanding!"—STUART MACKAY, Manager, Program Division, ALL-CANADA RADIO FACILITIES, Ltd.

"We have 'Paula Stone', which, in our opinion, does an excellent coverage of Hollywood news."—J. ART DUPONT, General Manager, CJAD, Montreal.

"We are extremely delighted with the MGM Hour, Dr. Kildare, Malsie, Crime Does Not Pay and Judge Hardy's Family."—GEORGE C. HATCH, President, INTERMOUNTAIN NETWORK, Salt Lake City, Utah.

"I again say most enthusiastically that your shows are great and that they certainly should continue, not only for one year, but for many years, and that I believe you will have a minimum of 500 stations carrying them before you are through."—JACK O. GROSS, President and

(Continued from Page 13)

been among the listening areas, with such 50,000 watt outlets as KFI-Los Angeles, KFBK-Sacramento, WGN-Chicago, WBAL-Baltimore, KCMO-Kansas City, WMGM-New York, KRMG-Tulsa, KRLD-Dallas, and KABC-San Antonio.

Twenty-one Canadian affiliated stations are located in major cities in Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Quebec and Saskatchewan. Included is the 50,000 watt Toronto, Ont. outlet, CFRB.

Hawaiian outlets are located in Hilo, Lihue, Honolulu, and Wailuku.

Among the licensees are 23 Yankee Network stations in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; 20 Intermountain Network affiliates in Idaho, Montana, Nevada, Utah and Wyoming; three McClatchy Beeline stations in California and Nevada; and three Inland Radio outlets in Oregon.

M-G-M Radio Attractions is represented in the United States and its Possessions by the Music Corporation of America and in Canada by All-Canada Radio Facilities, Ltd.

Affiliates of the first cycle include the following:

- ALABAMA—WSPC, Anniston; WSGN, Birmingham; WAPX, Montgomery.
- ARIZONA—KTAR, Phoenix; KVOA, Tucson; KCLF, Chifton.
- ARKANSAS—KWHN, Fort Smith; KELD, El Dorado.
- CALIFORNIA—KERO, Bakersfield; KMJ, Fresno; KFI, Los Angeles; KFBK, Sacramento; KCSB, San Bernardino; KFMB, San Diego; KYA, San Francisco; KSJO, San Jose; KTMS, Santa Barbara; KCOY, Santa Maria; KSTN, Stockton; KMPC, Los Angeles.
- COLORADO—KLZ, Denver.
- CONNECTICUT—WICC, Bridgeport; WONS, Hartford; WNLC, New London; WWCO, Waterbury.
- DISTRICT OF COLUMBIA—WMAL, Washington, D. C.
- FLORIDA—WQAM, Miami; WPDQ, Jacksonville.
- GEORGIA—WGST, Atlanta; WGAC, Augusta; WGIG, Brunswick; WKMA, Quitman; WBAR, Savannah.
- IDAHO—KID, Idaho Falls; KFXD, Nampa; KEYX, Pocatello; KMYV, Twin Falls.
- ILLINOIS—WGN, Chicago; WEEK, Peoria; WCYS, Springfield.
- INDIANA—WJPS, Evansville; WFBM, Indianapolis.
- IOWA—WMT, Cedar Rapids; KTRI, Sioux City; KSO, Des Moines.
- KANSAS—KWBW, Hutchinson; WREN, Topeka; KFBI, Wichita; KJCK, Junction City.
- KENTUCKY—WKLO, Louisville.
- LOUISIANA—WLS—Baton Rouge; KMLB, Monroe; WDSU, New Orleans.
- MAINE—WFAU, Augusta; WJOR, Bangor; WCOU, Lewiston; WMTW, Portland.
- MARYLAND—WBAL, Baltimore.
- MASSACHUSETTS—WNAC, Boston; CKRM, Regina; CJGK, Yorkton.

General Manager, KFMB, San Diego, Calif. Oct. 21, 1949.

"We think the shows are terrific."—FRED WEBER, General Manager, WFGP, Atlantic City, New Jersey

"I sincerely feel that WFGP will profit greatly by being associated with MGM, and I am looking forward to a pleasant association with your company."—CURTIS BOWLES, Vice-President & Gen. Manager, WFGP, Fuquay Springs, North Carolina

"KVER is finding it profitable to have and to hold these shows. . . ."

- WALE, Fall River; WEIM, Fitchburg; WHAL, Greenfield; WHYN, Holyoke; WLLH, Lowell; WNBH, New Bedford; WBRK, Pittsfield; WAAB, Worcester.
- MICHIGAN—WWJ, Detroit; WELF, Flint; WJIM, Lansing; WBCM, Bay City; WGFG, Kalamazoo.
- MINNESOTA—KROC, Rochester.
- MISSISSIPPI—WJXX, Jackson.
- MISSOURI—KFRU, Columbia; KCMO, Kansas City; KWK, St. Louis.
- MONTANA—KBMV, Billings; KOPR, Butte; KMON, Great Falls; KPRK, Livingston; KRJF, Miles City; KGEZ, Kalispell.
- NEBRASKA—KFOR, Lincoln; KBON, Omaha.
- NEVADA—KRAM, Las Vegas; KOH, Reno.
- NEW HAMPSHIRE—WKXL, Concord; WLNH, Laconia; WKBR, Manchester; WHEB, Portsmouth.
- NEW JERSEY—WFGP, Atlantic City.
- NEW MEXICO—KVER, Albuquerque; KJCA, Clovis.
- NEW YORK—WPTT, Albany; WGR, Buffalo; WIUC, Hudson; WJOC, Jamestown; WMGM, New York; WARC, Rochester; WRUN, Utica; WNDR, Syracuse; WINK, Binghamton.
- NORTH CAROLINA—WDNC, Durham; WSOC, Charlotte.
- OHIO—WSAI, Cincinnati; WHK, Cleveland; WCOL, Columbus; WLOK, Lima; WLEC, Sandusky; WTOL, Toledo; WFMJ, Youngstown.
- OKLAHOMA—KGLC, Miami; WKY, Oklahoma; KRMG, Tulsa.
- OREGON—KBRK, Baker; KLIB, LaGrande; KSRV, Ontario; KGW, Portland.
- PENNSYLVANIA—WAEB, Allentown; WCNR, Bloomsburg; WCPA, Clearfield; WIKK, Erie; WBPZ, Lock Haven; WFIL, Philadelphia; WPPA, Pottsville; WARM, Scranton; WBAX, Wilkes-Barre; WRAK, Williamsport; WSBA, York.
- RHODE ISLAND—WEAN, Providence.
- SOUTH CAROLINA—WUSN, Charleston; WCOS, Columbia.
- SOUTH DAKOTA—KELO, Sioux Falls.
- TENNESSEE—WHIQ, Memphis; WMAK, Nashville.
- TEXAS—KLYN, Amarillo; KRLD, Dallas; KEPO, El Paso; KXYZ, Houston; KABC, San Antonio; KWFT, Wichita Falls.
- UTAH—KSUB, Cedar City; KVNU, Logan; KLO, Ogden; KOAL, Price; KOVO, Provo; KSYC, Richfield; KALL, Salt Lake.
- VERMONT—WSYB, Rutland; WDEV, Waterbury.
- VIRGINIA—WLVA, Lynchburg; WLEE, Richmond; WSLI, Roanoke; WCHV, Charlottesville.
- WASHINGTON—KJR, Seattle.
- WEST VIRGINIA—WOAY, Oak Hill.
- WYOMING—KSPR, Casper; KOVE, Lander; KOWB, Laramie; KPOW, Powell; KVRJ, Rock Springs; KWOY, Sheridan.
- ALASKA—KBYR, Anchorage.
- HAWAII—KHON, Honolulu; KIPA, Hilo; KTOH, Lihue; KMYI, Wailuku.

CANADA

- ALBERTA—CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge.
- BRITISH COLUMBIA—CKWX, Vancouver; CJVL, Victoria.
- MANITOBA—CKRC, Winnipeg; CKY, Winnipeg.
- NEW BRUNSWICK—CKCW, Moncton; CHSJ, Saint John.
- NOVA SCOTIA—CJCH, Halifax.
- ONTARIO—CKSF, Cornwall; CJBQ, Belleville; CKOC, Hamilton; CKLB, Ottawa; CFRA, Ottawa; CKTB, St. Catharines; CFRB, Toronto.
- QUEBEC—CJAD, Montreal.
- SASKATCHEWAN—CKCK, Regina; CKRM, Regina; CJGK, Yorkton.

fact that we sold the MGM shows within 23 hours after we got them—and to non-radio advertisers, principally."—WILLIAM T. KEMP, Owner & Manager, KVER, Albuquerque, New Mexico.

"We are very pleased with the production of these features."—JAMES T. OWENBY, General Manager, WJXX, Jackson, Mississippi

"We are very well pleased with the transcriptions with some very favorable comments from our listeners."—OWEN F. URIDGE, General Manager, WQAM, Miami, Florida

Utilities And Banks Buy M-G-M Products

(Continued from Page 13)

National Bank of Detroit over WWJ-Detroit, which is continuing sponsorship of "M-G-M Theater of the Air" for the second cycle.

Among the other "M-G-M Theater" sponsors during the first cycle have been Revere Copper and Brass at Rome over WRUN-Utica; Oklahoma Gas and Electric on WKY-Oklahoma City; the Studebaker Corp. on WHK-Cleveland; Johnnie Mae Car Dealers, WQAM-Miami; Columbus Savings and Loan, WCOL-Columbus; and Admiral Radio and TV Canadian Corp, CJAD-Montreal.

"The Hardy Family" has been presented by Hollywood Candy in six areas, WQAM-Florida, WKLO-Louisville, WJPS-Evansville, KCMO-Kansas City, KRMG-Tulsa, WAAB-Worcester. The Fisher Baking Company sponsors the program on the Intermountain Network while Old Judge Coffee is using it on both KWK-St. Louis and WCVS-Springfield.

Numbered among the sponsors of "The Story of Dr. Kildare" have been the Queen Optical Company, WSAI-Cincinnati; the Optometrists Association, KALL-Salt Lake City; four local drug stores on WJXX-Jackson; Willow Glen Lumber Co., KSJO-San Jose, and the Richmond Federal Savings and Loan, WLEE-Richmond.

"The Adventures of Maisie" has been underwritten by such diverse advertisers as Ferrell Jewelry Company, WSPC-Anniston; Amalgamated Meat Cutters and Butcher Workmen, KFMB-San Diego; Teletone TV, KFI-Los Angeles, and General Electric Dealers, WSBA-York.

Sponsors of "Crime Does Not Pay" included Epar Motor Sales on WLOK-Lima; O'Briens Candy and Restaurant, KSJO-San Jose; Evercold Refrigeration Ltd., CJAD-Montreal, and Muntz TV, WDSU-New Orleans.

Sponsorship of the 15-minute shows, "Good News From Hollywood," "Hollywood, U.S.A." and "At Home With Lionel Barrymore" was undertaken by such outfits as Interstate Theaters on KVER-New Mexico, Weinstein-Lubin Dept. Store over KFBK-Sacramento, and Sears Roebuck, WLOK-Lima.

"It is our plan to keep the used MGM programs on file in our Rome studios to be used for educational purposes in the studios."—THOMAS E. MARTIN, Station Manager, WRUN, Utica, New York

"Your No. 1 Kildare Show was a knockout. The climax to the first half of the show, with the concert pianist discarding 'The Revolutionary Etude' was sensational."—OTIS MORSE, Program Manager, WSBA, York, Pennsylvania

"I think, without a doubt, the Metro shows are terrific."—PHILIP K. EBERLY, Sales Manager, Station WSBA, York, Pennsylvania

Experts Man MGM's Coast-to-Coast Operations

Lebhar Gives Highlights of Schedule For Production Expansion During '50

(Continued from Page 13)

station WMGM, New York, and head of Metro-Goldwyn-Mayer Radio Attractions, revealed that one-half million dollars will go into the production of the second cycle of the widely-acclaimed recorded programs available for local sponsorship in the United States and its possessions, Canada and all other English-speaking countries. Another half-million dollars went into the first cycle of shows, Mr. Lebhar pointed out.

Since its inception, the sale of the recorded programs has been handled through the vast facilities and personnel of the Music Corporation of America.

Mr. Lebhar emphasized that the highest quality standards will be maintained and that station owners will be getting the greatest value in the transcription industry's history. "The programs will continue to be offered to station operators at a lower cost than any other programs of comparable quality and with guaranteed exclusivity in each market," Mr. Lebhar said.

Originally designed to provide exclusive programming for station WMGM, subsidiary of Loew's, Inc., and to rival network offerings in the New York market, it soon became apparent to Mr. Lebhar and his associates, that once created, the programs would be far too important to be confined to any one station.

Thus, from a production unit for station WMGM alone, it quickly and dramatically mushroomed into a large scale independent program package business, and within a matter of months became one of the country's leading transcription makers. That the venture caught on so successfully is clearly evidenced by the number of stations renewing their contracts with Metro-Goldwyn-Mayer Radio Attractions, Mr. Lebhar declared.

"We're a lusty young infant in the transcription business," Mr. Lebhar continued. "And we regard our features as a major bet for radio stations and their sponsors. Our programs draw radio audiences and there are fine sales stories to prove this point admirably. M-G-M Radio Attractions have had a spectacular acceptance in the industry, and

we're confident that we will continue to play a dominant role in the field."

Regional Wobs Participate

More than 200 radio stations in the United States, Canada, Alaska and Hawaii purchased virtually all of the first eight series of transcribed programs. Aggressively-operated regional networks and combines such as the Yankee Network, the Intermountain Network and the McClatchy Beeline outlets were among the first to sign up for the programs.

One of the objectives in launching M-G-M Radio Attractions was the establishment of an M-G-M affiliate in every radio market in the country and this was achieved with remarkable success, Mr. Lebhar said. "We have member stations on every level of radio broadcasting, from small, part-time outlets to re-sounding 50,000 watters in the key cities," Mr. Lebhar added. "Moreover, these stations, big and little, have an amazing flexibility in programming our features. Yet they are not at any network's mercy when it comes to M-G-M Radio Attractions. Broadcast times are at the option of the subscribing station. Furthermore, our programs which feature the greatest names in entertainment, many for the first time, can and do meet the stiff competition of AM networks and television."

Open End Series

All M-G-M Radio Attractions are transcribed open-ended and may be offered by the subscribing outlets for local and national sponsorship with practically no limitations.

With the stations' quick acceptance of the eight series of programs now comprising its recorded roster M-G-M Radio Attractions plans to add more of the MGM studio's stars and properties as well as other attractions to its catalogue in the near future, Mr. Lebhar indicated.

The present lineup of M-G-M Radio Attractions is as follows:

"Good News From Hollywood" . . . "At Home With Lionel Barrymore" . . . "Crime Does Not Pay" . . . "Hollywood, U. S. A." . . . "MGM Theater of the Air" . . . "Maisie" . . . "The Story of Dr. Kildare" . . . "The Hardy Family."



FRANK ROEHRENBECK
Director of Distribution
and Recording

L. K. SIDNEY
V.-P., Loew's, Inc.,
West Coast Director,
M-G-M Radio
Attractions



PAULA STONE
Producer, "Hollywood,"
"Good News,"
"Barrymore"

JO RANSON
Publicity Director



JOEL HERRON
Musical Director
M-G-M Theater

HOWARD DIETZ
M-G-M Theater Host



JERRY FIELDING
Musical Director
"The Hardy Family"

WALTER SCHUMANN
Musical Director
"Story of Dr. Kildare"



BERTRAM LEBHAR, JR.
Director of M-G-M
Radio Attractions

RAYMOND KATZ
Director of Production,
M-G-M Radio
Attractions



LES PETERSON
Director of Radio,
MGM Pictures
and West Coast
Administrator, M-G-M
Radio Attractions

MARCELLA NAPP
West Coast Coordinator
and aide to Director
of Production



MARX LOEB
Director, M-G-M
Theater of the Air,
Crime Does Not Pay

EDGAR SMALL
Assistant to
Director of Production



WILLIAM ROUSSEAU
Director, "Story of
Dr. Kildare"

TOM MCKNIGHT
Director, "Adventures
of Maisie"



TOM McAVITY
Director,
Hardy Family

BOB EISENBACH
Writer,
"At Home With
Barrymore"

ARTHUR PHILLIPS
Writer, "The
Adventures of Maisie"

LES CRUTCHFIELD
Writer, "The Story
of Dr. Kildare"

WELBOURNE KELLEY
Writer,
MGM Theater

WILLIAM K. CLARKE
Writer,
MGM Theater

HARRY ZIMMERMAN
Musical Director
"Adventures of Maisie"

JOHN GART
Musical Director
"Crime Does Not Pay"



“The M-G-M Theatre of the Air is a full dress, hour-long venture that not only can bear comparison with the famed Lux Radio Theatre but in several important respects is even superior!”

Most distinguished transcription show in Radio! Sparkling with big names, brilliantly adapted from hit films and superbly produced!

AND WHAT RATINGS!... a 36.1 Amarillo... a 24.6 in Albuquerque... a 22.6 in Anniston, Ala. ... an 11.9 in Reno! It topped all competition with a 10.8 Hooper in Salt Lake City and scored a steady 7.9 Nielsen in Chicago!

A Metro-Goldwyn-Mayer
Radio Attraction



“BIG HOUSE”
starring
PAT O'BRIEN



“UNHOLY PARTNERS”
starring
GEORGE RAFT



“THEY MET IN BOMBAY”
starring
HERBERT MARSHALL



“CHAINED”
starring
AVA GARDNER



“A TALE OF TWO CITIES”
starring
MAURICE EVANS



HOWARD DIETZ
fabulous show business
figure Your Host



MARX LOEB
top network talent
is Your Director



JOEL HERRON
brilliant composer is
Musical Director



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MGM Theater of the Air Acclaimed by Trade

REVIEW

M-G-M THEATER OF THE AIR

Drawing on what will probably prove to be an inexhaustible reservoir of big name Hollywood talent and film land story properties, M-G-M Theater of the Air has registered solidly as one of the outstanding transcribed dramatic attractions.

"M-G-M Theater of the Air" is a lavish and ambitious series of hour-long film story adaptations that compares favorably with, and sometimes surpasses, the longer established "Lux Radio Theater." Directed by Marx Loeb and scripted by a variety of top radio writers, the program relies heavily on strong story lines and top-flight Hollywood stars.

Howard Dietz, as the program's master of ceremonies, is an urbane and gracious host who, once having introduced the evening's play, retires gracefully, turning the center of the stage and its accompanying spot light over to the action at hand. He seems really to believe, as does the production staff, that "the play's the thing."

All in all, "M-G-M Theater of the Air" does a wholly successful job of beating the programming jinx that has wiped out so many hour-long dramatic radio programs. It should be around for a long time to come.

—SILAG

☆ ☆ Top-flight Stars ☆ ☆



Top-flight stars like Marlene Dietrich are cast in the "M-G-M Theater of the Air." Here is the glamorous Marlene with Howard Dietz, M-G-M vice-president and program "host" during the recording session of "Anna Karenina."

M-G-M Theater Of Air Gets Many Accolades

A bigtime production of the length and quality to compete with network airers was the verdict on "M-G-M Theater of the Air" by critics and the subscribing stations throughout the country.

In response to the demand from the affiliates, M-G-M Radio Attractions will continue the hour-long dramatizations for another 26-week cycle, employing the same production crew responsible for the accolade-winning first series.

The radio adaptations of Metro-Goldwyn-Mayer and other screen properties will, as in the past, feature topflight Hollywood personalities. Howard Dietz, famed librettist of Broadway musical hits and M-G-M executive, praised for his "engagingly straightforward manner," will carry on as "host" each week.

"M-G-M Theater of the Air" is directed by Marx Loeb, assisted by Edgar Small. Joel Herron is the music director and Raymond Katz is the producer.

Adaptations have been made by a team of three writers, Welbourne Kelley, William Kendall Clarke and Ira Marion.

Among the stars during the first 26 weeks were Deborah Kerr in "Vacation From Marriage"; Van Heflin in "Johnny Eager"; Charles Laughton in "The Canterville Ghost"; Margaret Sullavan in "Shopworn Angel"; Burgess Meredith in "Married Bachelor"; Frederic March and Florence Eldridge in "The Citadel"; Edward Arnold in "A Stranger In Town"; John Garfield in "The Prizefighter and the Lady"; Marlene Dietrich, supported by Arnold Moss, in "Anna Karenina"; Margaret O'Brien in "The Youngest Profession"; Brian Aherne in "H. M. Pulham, Esq."; Cornel Wilde in "Hideout"; and Ann Sothern with Myron McCormick, in "Three Loves Has Nancy."

Others were Rex Harrison in "Cross Roads"; Celeste Holm in "Slightly Dangerous"; Madeleine Carroll in "Riptide"; Mickey Rooney, supported by Parker Fennelly, in "Stablemates"; Melvyn Douglas, with Arlene Francis, in "Third Finger, Left Hand"; Basil Rathbone and Lilli Palmer in "Queen Christina"; Peter Lawford in "Come Live With Me"; Luise Rainer, with Martin Gabel, in "Dramatic School"; Robert Taylor in "Undercurrent."

is a completely fascinating operation because the director can eliminate coughs, laughs, mistakes made by the actors or any such errors which cannot be corrected in a live broadcast.

All in all, it has been a delightful, if strenuous, experience for me and, I believe, for all my associates on the show.

'Theater Of The Air' With Fine Support

Supporting "M-G-M Theater of the Air" stars are some of the best actors of Broadway and radio.

Among the regulars are such outstanding players as Carl Swensen, who played second lead in "Johnny Eager" and in "Undercurrent"; Ivor Francis, who supported Deborah Kerr in "Vacation From Marriage" and the Marches in "The Citadel"; Carl Frank, who worked with Chas. Laughton in "The Canterville Ghost" and with Madeleine Carroll in "Riptide"; Carl Weber, who played opposite Margaret Sullavan in "Shopworn Angel," and Barbara Weeks, who appeared opposite Burgess Meredith in "Married Bachelor."

Fran Lafferty supported Edward Arnold in "A Stranger In Town"; Gertrude Warner was leading lady for John Garfield in "The Prizefighter and the Lady," for Brian Aherne in "H. M. Pulham, Esq.," and for Robert Taylor in "Undercurrent." Arnold Moss played Count Vronsky opposite Marlene Dietrich in "Anna Karenina," while Phil Clarke played Count Karenin.

Opposite Cornel Wilde on "Hideout" was Claire Niesen. Myron McCormick and Carl Eastman were the two major loves in Ann Sothern's "Three Loves Has Nancy." Joan Westmore and Eric Dressler were wife and menace, respectively, to Rex Harrison in "Cross Roads." Ethel Owen played in "Riptide."

MORE FUN THAN ANYTHING ELSE

By MARX B. LOEB

Director, M-G-M Theater of the Air

We started flying blind with the M-G-M Theater of the Air. To steal a phrase from Red Barber, it was quite a "rhubarb." There was Raymond Katz, program director of Station WMGM. There was Howard Dietz, a vice-president of Metro-Goldwyn-Mayer and a prominent author-composer. There was Joel Herron, an experienced dance band leader. There were our writers, William Kendall Clarke, Welbourne Kelley and Ira Marion. And then there was myself. Out of this had to come a team. It was most important to us because this was Metro-Goldwyn-Mayer's first real venture into the radio business and we felt we had to try to make this as successful as all their other ventures—on a smaller scale, of course. A considerable job!

From my own angle, the rehearsal time was less than I had ever had for a one-hour dramatization. From Herron's angle, it was new because—although a thorough musician—he had had very little to do with dramatic cue music, being what is known in the business as a "hot man." Dietz, motion picture executive that he is, had the rather difficult task of becoming an actor and setting the scene weekly as a master of ceremonies. Producer Katz

had the full responsibility for the entire operation on his shoulders, besides his usual duties at WMGM. In addition to worrying along with each of us over our individual headaches, he had the financial burden for the show as well as the selection of properties and stars. The writers had their usual trials and tribulations and we were all under the wing of a silent man in a big office by the name of Bertram Leubar, Jr., head of the Metro-Goldwyn-Mayer Radio Attractions and director of WMGM. However, diversified as our talents and backgrounds had been, we very quickly became as smooth a functioning organization as any with which I have ever been associated.

We all work so well together that the pressure has become more fun than anything else. We have learned to be alert about catching stars while they are in New York and obtaining suitable vehicles for them. Most of the time our playing schedule is made up as we go along, contingent on the above factors and none of us can afford to get excited.

Speaking technically for a moment, these shows are what is known as open-end transcriptions. They are recorded on tape which

ADVERTISEMENT

CUE

of screen
listeners

THE

Adventures
OF
MAISIE

starring

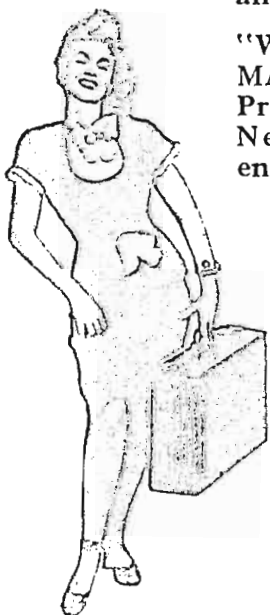
ANN SOTHERN

Glamorous, exciting MAISIE in a half-hour program each week. Scintillating with laughter, fun and romance!

"We are extremely delighted with MAISIE," writes George C. Hatch, President of the Intermountain Network. Scores are just as enthusiastic!

Write . . . wire . . . phone for information about these top transcriptions now!

A *Metro-Goldwyn-Mayer*
Radio Attraction



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'Maisie' A Real Topflight Radio Attraction

REVIEW

☆ ☆ Star of "Maisie" ☆ ☆

Sothern Scores With Listeners In New Series

"THE ADVENTURES OF MAISIE"
Those who can't listen to their beloved "Bums" (the Brooklyn Dodgers) every week, can now capture that good feeling and talk of their borough by setting their radio dials at 1050 Kc, which is where they'll hear "The Adventures of Maisie," each Thursday night broadcast over the facilities of WMGM, New York City.

The delightful radio role of this flip, wise-cracking blonde from Brooklyn, the kind of 'goil' that everyone in New York's five boroughs is 'cointly' familiar with, is being handled by Ann Sothern, who first created the role of Maisie in MGM's 1938 motion picture, which proved such a hit that it won her a long-term contract. Since that time, there has been an average of one Maisie picture released each year. Her adventures have taken her from the Congo to Alaska, from the fight ring to a defense factory and once Maisie was involved with a helicopter with hilarious results.

Now each week for a half hour listeners can hear Maisie, up to her ears in mischief, fun and romance, with her Brooklyn accent permeating the delightful comedy series.

WMGM should reap a good portion of the listeners in four of New York City's boroughs. It's taken for granted that Brooklynites are solidly tuned to WMGM every Thursday night at 7:30 p.m.

The weekly radio series is written by Arthur Phillips, with original music composed and conducted by Harry Zimmerman. Ray Katz produces.

—STERN.



Ann Sothern, star of the M-G-M Radio Attraction, "Maisie," the famous blonde from Brooklyn.

The good-looking blonde from Brooklyn doubles as crackerjack entertainer and first-rate saleswoman.

Never one to slight a bargain, M-G-M Radio Attractions is signing the girl up for another 26 weeks—the blonde named Maisie.

"The Adventures of Maisie" stars talented comedienne Ann Sothern in the part she enacted on the screen, and her half-hour weekly radio adventures are written by Arthur Phillips and directed by Tom McKnight. Original music is composed and conducted by Harry Zimmerman. Raymond Katz is the producer.

First "Maisie" film, based on the character in a book by Wilson Collison, was made by M-G-M in 1938. It was such a hit that it won a long-term contract for Ann Sothern who played the title role and developed into a series.

On the air, Maisie is up to the same mischief, fun and romance. She once took over a class in ancient history and almost married a Frenchman she had never met before. She saved a newspaper from town scoundrels and a barber-shop from a creditor, and lost a show business engagement because her partner, a talking dog, wouldn't talk.

As for the future? Maisie's unpredictable.

Top-Ranking Production Crew At Work On 'Maisie'

A top ranking production crew guided by Raymond Katz is behind the "Maisie" scenes.

Director Tom McKnight has written and produced innumerable programs in his twenty years in radio, among them Bob Hope, the Marx Brothers, Warden Lawes, Sherlock Holmes, Beatrice Lillie, "The Shadow," and Will Rogers, to name a few.

Musical director Harry Zimmerman is Director of Music for the Don Lee Broadcasting System. Among his assignments have been "California Melodies," "The Count of Monte Cristo," "Family Theater," "The Saint" and the Conti Castile show. For the past two years, Zimmerman has been associated with Dinah Shore on most of her recordings.

"Maisie" writer Arthur Phillips has written for some of the best people—starting with Eddie Cantor in 1942 and including Phil Baker, Jack Benny, Burns and Allen, Jack Haley, Al Pearce, Milton Berle, Eddie Bracken, Rudy Vallee, Amos and Andy, among others.

Ann Sothern's Maisie Effective For Zotos

By BUDD GETSCHAL
(President, Getschal & Richard, Inc.)

This was the problem: general economic conditions and home permanent waving had seriously affected the business of beauty salons and of the manufacturers and distributors supplying them. In other industries help might have been forthcoming from national associations of manufacturers or of retailers, but this did not develop.

The answer came from J. D. (Jerry) Kaufman, general sales manager of Sales Affiliates: a positive and aggressive program based on a new and important development in permanent waving. For Sales Affiliates had in its laboratory a new product, Zotos Fluidwave, which was a step far beyond ordinary cold waving.

It was Mr. Kaufman's plan to introduce the new product while Sales Affiliates single handedly in market after market pointed out that "professional care is best for

your hair" and that Zotos Fluid-wave and its ingredients Magic Phix and Cream Emulsion make waves last longer.

Mr. Kaufman got together with his advertising agency, Getschal & Richard, Inc., and decided to take the toughest market of all, New York City, as a starter.

The campaign required an important show which could carry a message stressing both a new product and the importance of professional hair care.

The agency proposed Ann Sothern in "The Adventures of Maisie," an M-G-M Radio Attraction, because here was a program with obvious stature, and with unique possibilities for merchandising. Sales Affiliates was quick to see the possibilities and promptly signed for its first 13 weeks.

The agency prepared a down-the-line merchandising campaign. A

series of four mailers went to some 10,000 beauty salons in the area. The first was a teaser, the second told the whole story, the third and fourth kept interest at its peak. A special advertising kit was distributed.

Full-color window streamers and booth streamers were sent to each of the shops. And the jobbers felt the importance of the Ann Sothern radio show through a special campaign which included personalized letters from Mr. Kaufman and an elaborate and forceful presentation which was delivered at a series of jobber meetings.

The program was widely advertised in newspapers in New York and the surrounding area.

Did the campaign work? Without giving away any business secrets, the answer to that can be seen in the fact that the campaign has already been extended into 12 new markets and others are being added.

For his contribution to the beauty salon business Mr. Kaufman has been named sales manager of the year, and has been praised at every dealer meeting in every corner of the country.

Here is fresh proof that the traditional formula of good product, sound planning and effective advertising brings results.

ADVERTISEMENT

Variety

“It’s a crackerjack show! Production ingredients have been welded adroitly for solid dramatic impact along a line of rising tension... a polished job!”



★ THE ★ STORY ★ OF DR. KILDARE

A HIT ON THE SCREEN!

A HIT ON THE AIR!

Clicking from the start!

DR. KILDARE IS CALLING ALL SPONSORS to
another great transcribed package from
Metro-Goldwyn-Mayer Radio Attractions!
Thirty minutes each week

A *Metro-Goldwyn-Mayer Radio Attraction*

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Dr. Kildare:—A Spring Tonic For Sponsors

REVIEW

☆ ☆ Story Conference ☆ ☆

Ayres - Barrymore Will Do Another Program Series

"THE STORY OF DR. KILDARE"

The first in a series of new transcribed radio programs—"The Story of Dr. Kildare," was heard over WMGM, New York City, on Wednesday night, October 12, 1949, 7:30-8 p.m. The initial thirty-minute program brought back to mind the fine roles created by Lew Ayres as Dr. James Kildare, a young interne, and Lionel Barrymore as Dr. Gillespie, young Dr. Kildare's superior, sharp of tongue, kind of heart and deep of medical knowledge and worldly wisdom.

These same fine actors now portray their same roles in WMGM's radio version of the Dr. Kildare stories, the first film of which was produced in 1938 by M-G-M.

Public clamor for another Dr. Kildare story prompted the M-G-M studios to screen an entire series of such films, the plots of which dealt with the medical adventures of a young resident physician and the latest in medical progress. During the war, Lionel Barrymore carried on as Dr. Gillespie without Dr. Kildare and Lew Ayres.

The role of Mary Lamont in "The Story of Dr. Kildare" is played in the WMGM series by radio actress Jane Webb, who is also heard in "The Guiding Light," "Today's Children," "Aunt Mary" and "Dr. Paul."

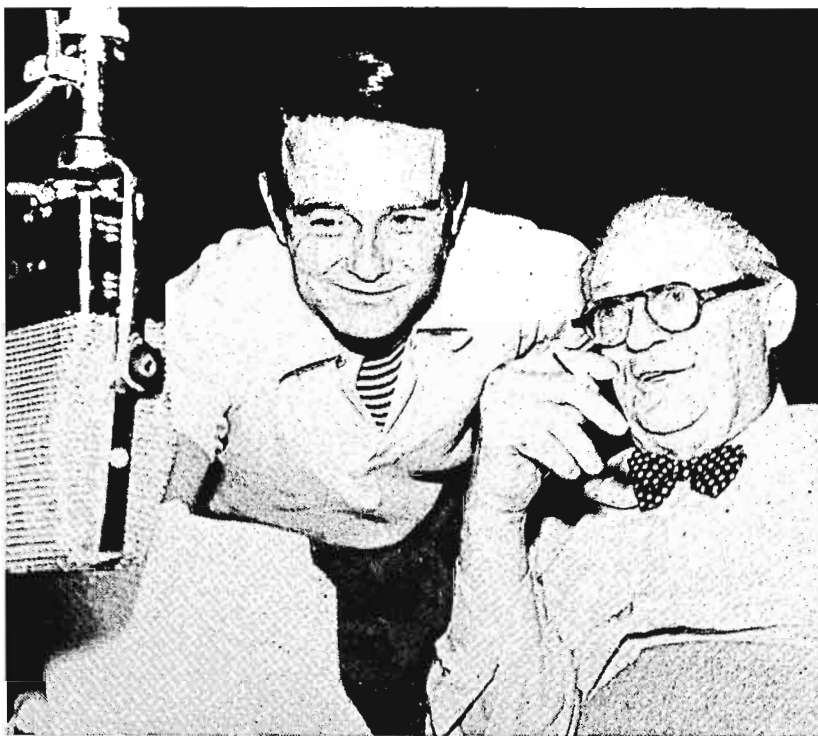
The initial offering of this radio series was stimulating, educational and thought provoking and should add new laurels to WMGM's solid stature of good radio entertainment.

Walter Schumann, who has done considerable arranging, composing and conducting for motion pictures, radio and records is the musical conductor of the Kildare series which are directed by William P. Rousseau and written by Les Crutchfield. Producer of "The Story of Dr. Kildare" is Raymond Katz.

—STERN.

"Kildare" Director Tops In Show Biz Many Years

Director William P. Rousseau has been in radio since he was twenty. From summer stock, he went to Young and Rubicam, where he broke in as assistant director, handling the Fred Allen Show, and later, as director, "Hobby Lobby," Phil Baker and Ben Bernie. In 1939 and 1940, he was director for all daytime shows for the agency, and from 1940 through 1942, he was director for Trans-American, with assignments such as "Famous Jury Trials" and "Radio Reader's Digest." As radio director for Benton and Bowles, he produced and directed the "Prudential Family Hour" and while at McCann-Erickson, he directed "The Saint" and "Ellery Queen." Among his other credits are "Ginny Simms Show," "Amazing Mr. Malone," "Front Page," "Richard Diamond, Detective," "Pat Novak, For Hire," and "Dagnet."



Lew Ayres and Lionel Barrymore co-star in "The Story of Dr. Kildare," one of the many outstanding M-G-M Radio Attractions.

Production Unit Met Challenge Readying "Kildare" For Radio

Presentation of the hospital world to the lay radio public in a fashion both educational and entertaining was the challenge in converting "The Story of Dr. Kildare" to a purely auditory medium.

It meant finding a competent script writer with the ability to research technical medical detail and, at the same time, to re-create the warm personalities of the staff of Blair General Hospital. More than thirty scripts were submitted before Producer Raymond Katz decided that Les Crutchfield and Jean Holloway were the ones to divide the assignment.

Naturally, the entire production crew—Katz, Crutchfield, Holloway, Director William Rousseau and Mu-

sical Director Walter Schumann—researched the Kildare and Gillespie films for character details.

The story line was changed to bring it up-to-date. Dr. Kildare couldn't go on forever being an interne; he was made a resident physician, with experience and skills almost comparable to those of the veteran Dr. Gillespie.

There was, of course, the obvious advantage of working with stars of the caliber of Lew Ayres and Lionel Barrymore, both of whom liked their parts and were, of course, thoroughly familiar with them.

Cast includes Virginia Gregg as "Parker," Ted Osborne as Dr. Carrew, and Ed Max as ambulance driver Joe Wayman.

"Calling Dr. Kildare . . . Dr. Gillespie . . ."

Two magic names that have meant health, wealth and wisdom—health for their patients, wealth for their sponsors, and wisdom for their fans. And so the two doctors are going to continue to practice at Blair General Hospital for at least another 26 weeks.

M-G-M Radio Attractions' "The Story of Dr. Kildare" is a thirty-minute weekly radio adaptation of the medical adventures of young resident physician, Dr. James Kildare, and his sharp-tongued, kind-hearted mentor, Dr. Leonard Gillespie. Lew Ayres re-enacts the title role, and Lionel Barrymore is heard again as Dr. Gillespie.

"The Story of Dr. Kildare" is directed by William P. Rousseau and written by Les Crutchfield. Raymond Katz is the producer. Musical director is Walter Schumann.

In 1938, a film about a young interne, based on a story by Max Brand, brought new fame to Barrymore and Ayres, both of whom were screen veterans even then. Acting on audience response to "Young Dr. Kildare," M-G-M screened an entire series of Dr. Kildare films and, during the war Lionel Barrymore as Dr. Gillespie carried on without Dr. Kildare and Lew Ayres.

As was true in the films, considerable research goes into the preparation of the air scripts of "The Story of Dr. Kildare" and they are a source of much stimulating information on recent medical developments.

Schumann Composed For Ayres And Barrymore

Musical Director Walter Schumann had worked with both of the two principals before the advent of "The Story of Dr. Kildare." He composed the music for the album of Bible Stories narrated by Lew Ayres and for the Lionel Barrymore albums of "Rip Van Winkle" and "Ali Baba and the Forty Thieves."

Schumann started working for radio back in 1936 when he was choral arranger for the Eddie Peabody Show and for the Cadillac Show. For two years he was in charge of music for the Eddie Cantor Show, went on to "March of Time," "Junior Miss" and "Dagnet." Among his picture credits are "I'll Be Yours," "Wistful Widow of Wagon Gap," "Ride the Pink Horse," "Smashup," "Lost Moment," and "Sword in the Desert."

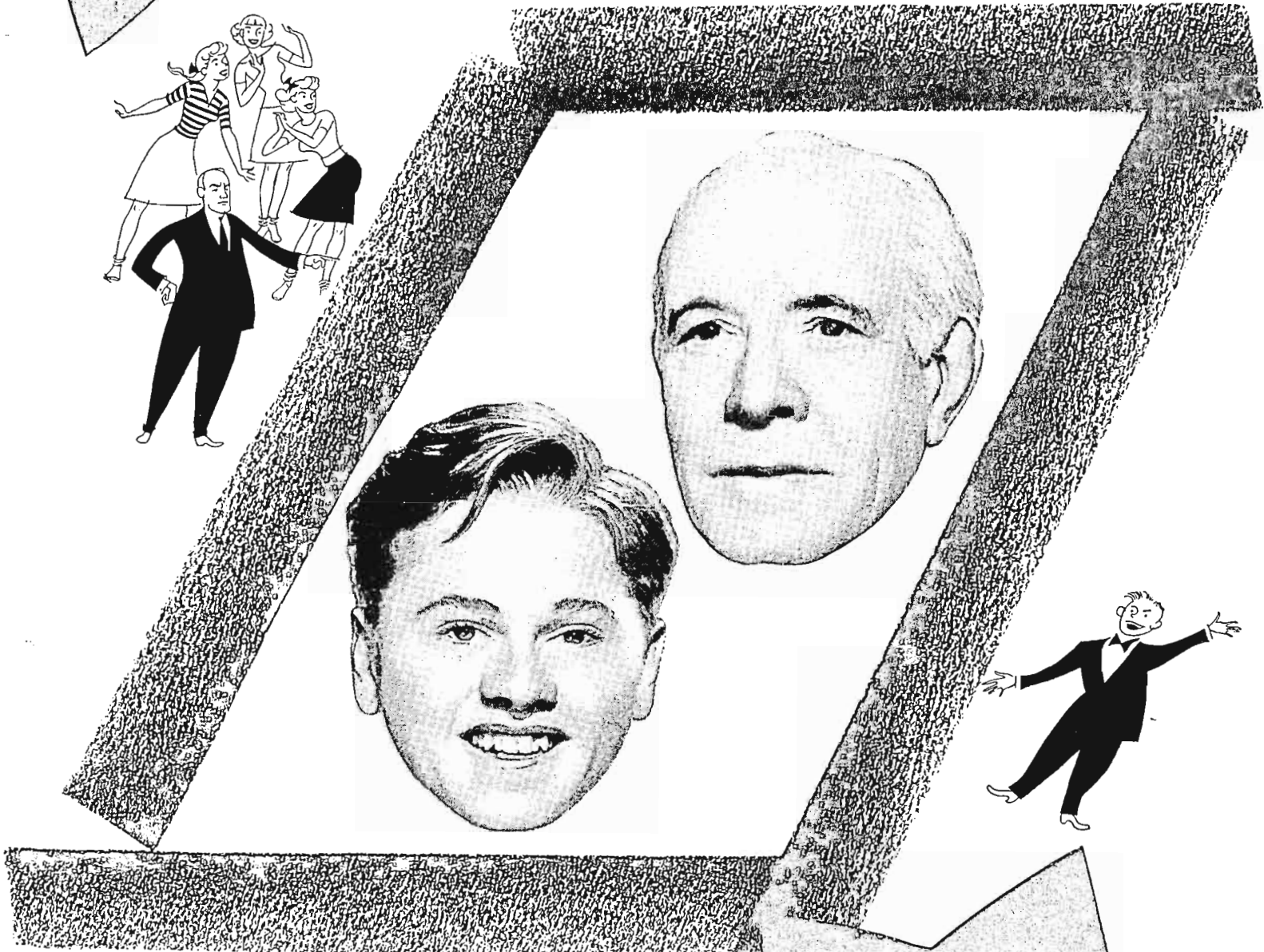
Streamlined For Sponsors

In addition to the usual advertiser, "The Story of Dr. Kildare" attracted sponsorship peculiar to the nature of the program. In Jackson, Miss., for instance, four local drug stores have co-sponsored the program on WJXN. The Optometrists Association has presented "The Story of Dr. Kildare" over KALL-Salt Lake City, and the Queens Optical Company over WSAI-Cincinnati.

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“THE HARDY FAMILY has moved from the cameras to the mikes and its homespun goings-on are pleasant...thanks to Mickey’s peppery Rooneying...it’s one of the Airistocrats!”



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**THE
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The Hardy Family is Sure Fire Radio Fare

REVIEW

"THE HARDY FAMILY"

Bringing to the air for the first time what might easily be considered a very real and warm portion of the American scene, WMGM, New York City, has had the foresight to adopt the well known screen series of "The Hardy Family" to a delightful half hour Tuesday night program each week.

The first in this welcome transcribed series was presented November 15, 1949, and found the lovable characters so well remembered in the motion picture series that the radio version was an instantaneous hit. Judge Hardy is humanely portrayed by Lewis Stone in the WMGM programs. Mickey Rooney, who has been Andy Hardy from the outset, continues to carry the assignment of the sometimes misguided youngster, lovable, mischievous, knowing all, yet never quite right in anything, but all the same, so representative of the youth of America.

Fay Holden, who replaced Spring Byington in the second film, plays the role of Mrs. Hardy, the sweet, tender and affectionate wife of Judge Hardy and mother of Andy, who must smooth the family's difficulties, the same difficulties that beset the middle class American families that we all know.

Nicely scripted by Jack Rubin and Jameson Brewer, the radio version of the Hardys of the community of Carvel is produced by Raymond Katz and directed by Thomas McAvity. This program proves a worthwhile listening habit every Tuesday night from 7:30 p.m. to 8:00 p.m., during which time a fine cast brings their happiness, trouble, loves and gentle warm humor into your home, to help you forget your troubles and chuckle at theirs.

—STERN.

Thomas Adams McAvity Top Producer, Director

Canadian-born Thomas Adams McAvity, a veteran of more than twenty years in radio, directs "The Hardy Family" episodes. He has produced and directed many of the top shows on radio, including the Jack Benny, Bob Hope, Walter Winchell and Joan Davis programs. He started many new shows on the air, some of which are still going.

McAvity is a past master of the lighter side of adolescent life. In addition to directing the Andy Hardy antics, he also includes among his directing credits "A Date With Judy" and "Meet Corliss Archer."

Fielding Top Man

The music which so aptly underlines the laugh-provoking dialogue of "The Hardy Family" is penned and batoned by Jerry Fielding, top West Coast arranger, composer and conductor. Among his other present assignments are the Groucho Marx Show, "Chicken Every Sunday" and "The Life of Riley."

☆☆ Huddle on Hardy Series ☆☆



Tom McAvity, director, and Raymond Katz (center), producer, shown with Mickey Rooney, star of the Metro-Goldwyn-Mayer Radio Attraction, "The Hardy Family", in a production session.

Film Popularity of Hardys Presented Special Problems

By THOMAS A. McAVITY
(Director, "The Hardy Family")

The production of "The Hardy Family" for radio posed some special problems stemming from the very popularity of the screen family.

Our job was the difficult one of transposing the characters, familiar to a large part of the audience, to a new medium.

The first step was for all of us—Producer Raymond Katz, Writers Jameson Brewer and Jack Rubin, and Musical Director Jerry Fielding—to steep ourselves in Hardy Family lore, to view every Hardy picture, to study each one thoroughly.

Of course, a major asset was the fact that the leads were to be enacted by Mickey Rooney, Lewis Stone and Fay Holden, all of whom possessed an intimate knowledge of the Hardy Family and for each of whom the Hardys are very real.

We changed the story line to make Andy Hardy older than in the films and to place him out of school and into the business world

copied with a job, though we maintained the adolescent level of his relationships with the opposite sex.

In order to give the live audience—and consequently the radio audience—a sense of warmth and intimacy with the Hardy Family, we tried an experiment in the recording session. We simulated a play production including even a set.

Ten feet upstage we placed a flat with a montage of Carvel, measuring 12 feet high and 18 feet wide, and we opened the stage curtain only to the width of the flat. Orchestra, sound effects man and control room were all concealed in back of the flat. The cast made its entrances and exits as in a stage production.

Coupled with this, the warm-up before the studio audience was done by Lewis Stone as Judge Hardy. He introduced his family and the other members of the community of Carvel.

Audience response was tremendous—and we've repeated the procedure for each program.

Hardy Family Proves Hit For Fans, Sponsors

The stations liked the Hardys. The sponsors liked the Hardys. And the fans liked the Hardys.

With the first 26-week series a resounding success, "The Hardy Family," therefore, will inaugurate a sequel—a second 26-week cycle.

Brought to radio for the first time by M-G-M Radio Attractions, "The Hardy Family" stars Mickey Rooney, Lewis Stone and Fay Holden in the roles they first created on the screen.

Fast-paced and gaited for laughs, the radio adventures of the Hardys were written by Jameson Brewer and Jack Rubin and directed by Thomas A. McAvity. Original music was composed and conducted by Jerry Fielding. Raymond Katz is the producer.

Radio is the third entertainment medium for the Hardys. They were first created by Aurania Rouverol in a play entitled "Skidding." About twelve years ago, Metro-Goldwyn-Mayer asked Kay Van Riper to write the screen play for a low-budget picture called "A Family Affair." She placed the Rouverol characters in a little town she called Carvel and engaged them in the plain ordinary things that people do all over the world. Plain, ordinary people liked the Hardys. After "A Family Affair" followed "You're Only Young Once," Judge Hardy's Family," "Love Finds Andy Hardy," "Out West with the Hardys" and many, many others.

Lionel Barrymore, who played Judge Hardy in the first picture, had gone to England when response to the film called for a sequel. Lewis Stone was picked to carry on, and he has held the role ever since. Fay Holden, in the second picture, replaced Spring Byington, who was busy with another assignment, and she has remained as Emily Hardy. But Mickey Rooney has been Andy Hardy from the outset. Elinor Tannen plays Polly; Gil Stratton, Jr., Beezy, and Sara Haden, Aunt Millie.

For the successful re-creation of Carvel and the Hardys and their friends, much credit must go to writers Brewer and Rubin who went through the growing pains of those first 26 weeks. Brewer and the very capable Frank Tarloff will write the second 26-week cycle.

Members of "The Hardy Family" production unit have actually become Hardy fans. Perhaps that is the real explanation for our ability to capture for radio the Hardy Family spirit.

ADVERTISEMENT

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What happens when listeners like a show? . . .
HIGH RATINGS! . . . like a top-for-the-time 15.9
 for Adventures of Maisie on KGW in Portland,
 Oregon . . . a top-for-the-time 36.1 (Conlon)
 for M-G-M Theater of the Air on KLYN in
 Amarillo, Texas . . . a top-for-the-time 8.5 for
 At Home with Lionel Barrymore on KMJ, Fresno!

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CHECK RATINGS yourself! . . . see how every M-G-M star-studded show gets a major share of the audience—fast . . . keeps it every week. And what more can you ask of any show?

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BEST PROOF? . . . look at the list below . . . the top stations in the country, with the toughest competition . . . and 95% of those scheduled for renewal, to date, *have renewed!*



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Augusta, Me.

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Greenfield, Mass.

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✓ **WKXL**

Concord, N. H.

✓ **WLLH**

Lowell, Mass.

✓ **WMTW**

Portland, Me.

✓ **WNLC**

New London, Conn.

✓ **WONS**

Hartford, Conn.

✓ **WSYB**

Rutland, Vt.

✓ **WWCO**

Waterbury, Conn.

✓ **WNBH**

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“One of the best programs on the air at present is a quiet fireside chat broadcast by Lionel Barrymore three times a week!”



Walter Winchell

“I’m sure it’ll click big!”



At Home WITH Lionel Barrymore

EVERYBODY LOVES LIONEL BARRYMORE!...All types of sponsors have gone along with this great star in his new Metro-Goldwyn-Mayer Radio Attractions program. And from banks to bowling alleys, they have the same success story to tell! There is no other program on the air with the same charm! ...and power! Fifteen minutes, three times a week.

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Lionel Barrymore Programs Get High Ratings

REVIEW

"LIONEL BARRYMORE AT HOME"

Lionel Barrymore, entertainment's perennial, appears in this M-G-M transcribed series as a gabber—a gabber to top all gabbers. The show, entitled "Lionel Barrymore at Home," has that drawing room, low-pressure approach that distinguished the elder Barrymore from his more flamboyant brother, Jack—with whom no one was ever at home.

In a series of easy-going chatter sessions, Barrymore recounts some of the highlights of his absorbing Broadway-Hollywood-Radio career. His delivery, as might be expected, is flawless. Sometimes gently amusing, sometimes quietly sardonic, but always interesting, Barrymore spins his yarns with the natural-born storyteller's gift for holding you riveted in your seat.

This show is a natural for all Barrymore fans, and a quick glance at the grosses of the "Doctor Kildare" series is assurance that there are plenty of these around.

Script is by Robert Eisenbach, direction and production by Paula Stone and Dick Simmons announces. —SILAG.

Lionel Barrymore's Book In Early Fall

Coming in the early fall will be "Lionel Barrymore's Autobiography," written in collaboration with Cameron Shipp, who scored as the collaborator of Billie Burke's best-selling "With A Feather On My Nose."

Since 1752 one Barrymore or another has been entertaining audiences both on and off the stage. In his forthcoming book, the star of the Metro-Goldwyn-Mayer Radio Attractions' "At Home With Lionel Barrymore," and co-star of "The Story of Dr. Kildare" relates the full and colorful story of the entire Drew-Barrymore clan.

A great story teller as evidenced in his thrice-weekly radio series, Barrymore anecdotes are sprinkled on every page, and the dazzling personalities of Ethel and John figure throughout their brother's story. As the publishers, Appleton-Century-Crofts, point out, there is no such thing as separating the Barrymores.

Lionel's stage career got off to a shining start when his grandmother, Louisa Lane Drew, fired him from his first professional role after opening night. Since that day, whether "through a series of undeserved promotions and by fraud," as Lionel claims, or because of his Barrymore heritage, he has starred in more than a score of Broadway productions and in such motion pictures as "Grand Hotel," "The Gorgeous Hussy," "Camille," and the famous "Dr. Kildare" series.

About Breakfast Shows

By LIONEL BARRYMORE

(Excerpt from "At Home With Lionel Barrymore")

Now I don't know about you, but me, well, in the early morning, you know what I do? I sort of listen to the radio. You know, check up on the competition.

And what do I hear? Well now, I can't say as I can describe it exactly. But I believe they're called "Breakfast Shows."

Know the kind of show I mean? Hm?—Well, it usually consists of a famous couple — (married, of course) and they try to make you believe that some enterprising radio network has sort of sneaked a microphone into their breakfast nook—and while the coffee cups rattle and the canary bird chirps and the toaster pops, why this famous couple—they chat.

The wife will say: "Darling, will you have some more coffee in this wonderful coffee cup made of Schultz's unbreakable China?"

"The kind you absolutely cannot cut your throat with?"

And then she laughs and says, "Not even if you miss your mouth, snookums. And so inexpensive, too. —Only 49 cents for the handy family economy set of three . . . Well, Heigh-ho!"

Now do you sense something strange about all this? I do. It's the way these people can jump from

subject to subject at that hour of the morning. And not only that, did you notice how polite this couple is to each other? All that "dear" and "angel" and "snookums" business: Well, to me, that's downright amazing. Apparently, these famous couples, they alkalize themselves so thoroughly the night before, that come breakfast-time, there isn't even an acid remark left!

Oh, but that sounds like sour grapes, doesn't it—(coming from me) . . . Yes, it does sound like sour grapes. And I'm sorry I said it. Because you know, seriously—some of these breakfast shows are darned good entertainment. Besides, why run them down?—I have an idea for a breakfast show myself. Yes, sir, something really different—"Breakfast With Lionel Barrymore and Ethel"—No, No, No, Ethel would never stand for that—well—let's make it Marjorie Main.

We would go on the air, not at eight in the morning, but at some civilized hour—say, two in the afternoon. And our show would have a give-away angle to it. The first member of the audience who detected either one of us saying a civil word would win that bottomless rowboat that's beached in my back yard.

Barrymore Observations

"I don't know whether the good cook knows it or not, but it takes 84 muscles of the face to scowl. And it takes only 16 muscles to laugh. So why work overtime?" —Lionel Barrymore, "At Home with Lionel Barrymore."

"Don't some people have the toughest luck though? And aren't you lucky that you don't? You sure are. Because there is someone in the world this very minute who is carrying a fortune in spun glass on a

Large Range Of Sponsors For Barrymore Program

Sponsors of "At Home With Lionel Barrymore" during the first 26-week cycle ranged from Sears Roebuck on WLOK-Lima, Ohio, to Grand Food Stores over KWHN-Fort Smith, Arkansas. Among the many were Weinstock Lubin Department Store on KFBK-Sacramento, Cal., Frost Refrigerators, Inc. on WMGM-New York, Yearout Electric Company on KVER-Albuquerque, and Palace Drug Company on WSPC-Anniston, Ala.

tray, and he's about to slip on a wet dishrag.

"But cheer up, you really aren't down on your luck yet. Not until you've heard this story I'm about to tell:—The story of the luckless man who was pleading with the rich man for some money—"Please, you've just got to give me some money," says the luckless one.

"Why so?" demands the rich man. "Because if you don't, I'll—I'll go into the hat business, that's what I'll do!"

"The hat business?" inquires the rich man. "Why the hat business?"

"Why the hat business? If a man with my luck goes into the hat business, why everyone in the country would be born without a head."

"Humility—what is it really. . . well, I think (when I stop to think about it) that humility is really just good old-fashioned courtesy. Humility is the art of getting further by understanding the failings of the other fellow, and making allowances for them—even if the other fellow is just an old water-heater. And courtesy—well courtesy is really just the expression of humility, that part of humility that we should practice in daily life."

Barrymore Show Is Solid ET Package

The quiet Barrymore humor, the sane Barrymore point of view, the distinctive Barrymore personality, all at their best in a thrice-weekly 15-minute "At Home With Lionel Barrymore" series, have added up to a solid commercial package.

A man of many talents and many interests, the venerable Barrymore has brought listeners his musings, his anecdotes, and his philosophy.

His radio guests have responded so enthusiastically that Barrymore is renewing his invitation for another 26 weeks.

M-G-M Radio Attractions' "At Home With Lionel Barrymore" is written by Robert

Eisenbach and directed and produced by Paula Stone. Dick Simmons is the announcer.

One of the most fabulous figures of stage, screen and radio, Barrymore draws from a wealth of experience, reminiscing about his absorbing career, telling fascinating stories about entertainment immortals he has known. He dwells on such diverse topics as flower raising (he is a specialist in roses) and razorback hogs (which he breeds on his ranch in the San Fernando Valley) and art and music, both of which subjects he is eminently qualified to discuss. He writes music and he is a member of the Society of American Etchers.



BARRYMORE

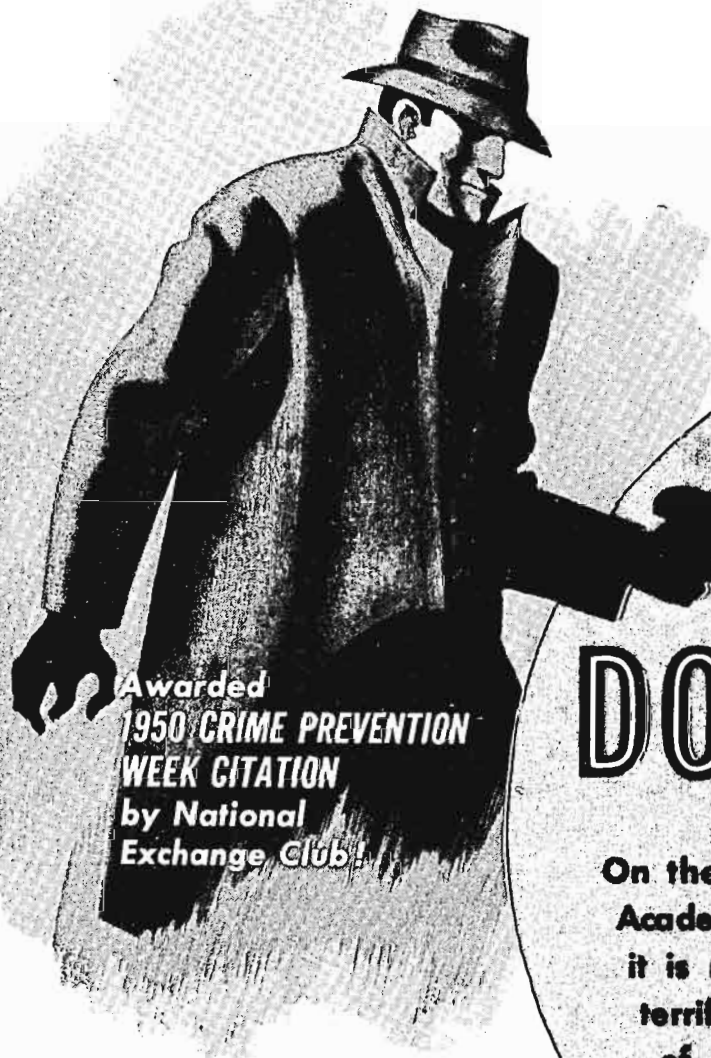
Barrymore's Theme

Theme music for "At Home with Lionel Barrymore" was written by—Lionel Barrymore. Barrymore is a member of the American Society of Composers and Publishers and when not busy with acting, he gives virtually all of his time to music. His gift as a symphonic composer won recognition in 1940 with "Tab-leau Russe," played by symphony orchestras in Los Angeles and Hollywood. Since then, nearly all the great orchestras in this country and Canada have played his compositions. "In Memoriam," dedicated to his brother John, first was performed by the Philadelphia Symphony, with Eugene Ormandy conducting.

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“Crime Does Not Pay is a solid commercial package...slambang entertainment!”



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On the screen, **CRIME DOES NOT PAY** won the Academy Award. Now, in the radio, it is repeating its motion picture terrific drama—thrilling scenes of outstanding Hollywood. Brilliant production with impact to enthrall the public service—and a new...

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'Crime Does Not Pay' Gets Socko Acceptance

REVIEW

"CRIME DOES NOT PAY" SERIES
("The Kid With a Gun")

A powerful, well scripted and finely acted transcribed program, "The Kid With a Gun," the first in a series of half-hour dramatizations based on the Academy Award-winning M-G-M film subjects "Crime Does Not Pay" series, was presented by WMGM, New York on October 10, 1949, 7:30 to 8:00 p.m.

Donald Buka, as Jackie "the Kid" Powers, in this first program of the series, played the lead with keen insight and developed the character of Jackie Powers vividly. Since the program is produced under the technical guidance of Burton Turkus, former chief prosecutor of the Kings County District Attorney's office, which successfully smashed the "Murder, Inc." ring, the opening program bore an authenticity never very often approached on dramatic radio presentations in the past. Outstanding among the program's many fine attributes, was the creation of the atmosphere in which Jackie Powers lived.

Almost semi-documentary in its presentation, WMGM is to be complimented for a half-hour program which promises to receive a goodly share of New York City listeners each Monday evening to come.

Credits for this well presented airer should be shared equally by director, Marx Loeb; assistant director Edgar Small; Ira Marion, scripter and John Gart, musical director. Raymond Katz is the producer.

It can only be hoped that subsequent offerings in this series will fulfill the promise presented with the initial offering.
STERN.

National Exchange Club Cites 'Crime'

The Metro-Goldwyn-Mayer Radio Attraction, "Crime Does Not Pay," will be cited by the National Exchange Club, sponsor of National Crime Prevention Week, it was announced this week by Herold M. Harter, National Secretary of the organization.

A national officer of the club will make the presentation shortly. Metro-Goldwyn-Mayer Radio Attractions will receive the honor for its contribution to the educational program of crime prevention through its weekly 30-minute dramatizations based on the famous Academy Award-winning shorts.

Turkus Reappointed

Burton B. Turkus, technical consultant of "Crime Does Not Pay" series, was reappointed by New York State Governor Thomas E. Dewey in February to a three-year term as a member of the State Labor Mediation Board. His appointment was confirmed by the New York State Senate. His new term expires June 24, 1953.

Analysis of Cause of Crime Motivates Scripter's Work

By IRA MARION

Script Writer, "Crime Does Not Pay"

Twist your radio dial of an evening—even of an afternoon. Switch around the channels on your television set. Within the space of a few moments you will find more mayhem, assault, robbery and plain murder than you would care to shake the proverbial stick at—or listen to. Why? The answer may lie in Clarence Darrow's famous remark that most men have not killed anybody, but they have read obituaries with pleasure. The fact is that there is a fascination in murder because in the end—the murderer has committed the final act. He has killed. In a world where most of us know so little action, there is obvious escape—and therefore a kind of entertainment—in regaling ourselves with stories of men and women who have acted in the complete and final sense of the committing of the final and complete crime—murder! Then, our consciences enter the picture, and we demand, through our clubs, societies and religious institutions, that the murderers must be punished. The fact that this happens almost one hundred per cent of the time in fiction, and far less than fifty per cent of the time in real life, is a commentary in and upon itself.

With this premise of interest—and what amounts to a surfeit on the air—the writer searching for a "different" twist to a crime program—finds himself in the position of a man facing an open vein of gold, without the tools to do the necessary mining. Into this quandary came the title: "Crime Does Not Pay" . . . the title of the famous Metro-Goldwyn-Mayer series of short subjects. At first glance, it seemed like the old familiar road: the criminal must pay for his crime with prison and/or death at the end of the tale . . . the same old preachment in the same old way.

Motivation Became Factor

But as the format of the radio version of "Crime Does Not Pay" evolved with its direct little sermon at the end, by the star of each program, and as thinking on the subject of crime-in-general delved deeper and deeper into the facts and facets of crimes of all kinds, an almost ne-

glected approach developed. Motivation became a prime factor in the relation of tales of violence. The question "Why?" became more and more important. No writer of any integrity can face a situation where week after week he or she will have to shake an admonitory finger over the body of the villain—who, in this format happens to be the star of the piece—and say to all intents and purposes: "You see what happened when he (or she) committed a crime? Naughty. Mustn't do!" Therefore, the answer to that ever-present but so-often-neglected "Why?" became all important. And the answer lay not in the criminal, but in the environment in which the criminal existed.

From this, then, came the conclusion drawn by so many of the stars who play the roles of criminals in this series; that not only does crime not pay for the criminal, crime does not pay for society itself.

Here then, is something of a challenge to a radio writer. In the midst of the alarms and excursions expected in a crime program; in fact demanded because of the competition, find ways and means and time to portray the reasons for the criminal's acts: not just the momentary desire for riches or revenge or what-have-you, but the far deeper motivations that grow from early life; from environment; from the psychological constitution of the criminal. That this has been accomplished, within reason, is a source of great satisfaction. But, frankly, one question as yet remains unanswered.

Are They Taking It To Heart?

Is the society—the people—to whom this "moral" is offered each week—are they taking it to heart at all? Is society's conscience stirring somewhere? Is someone, somewhere, moved to answer the situation by some type of action? Has a rural shack been torn down somewhere, and a decent house replaced it? Has slum clearance moved a tiny step closer to reality? Has someone, somewhere, been moved to help start a community center in a neighborhood where the principal playground is the street? Perhaps so. If, this once, the solution to all the practical problems of radio writing, from format to timing; from characterization to sound effects, has led to an "assist" in the solution of a social problem, however small that "assist" may be, a really solid satisfaction will have grown from presenting facts, week after week, to prove that to society itself — "Crime Does Not Pay!"

Broadcasters Rave About Quality of Programs

Hailed by press and public for its coupling of moral purpose and entertaining formula, M-G-M Radio Attractions' "Crime Does Not Pay" series will continue its campaign in the interests of crime prevention and law enforcement.

Guiding the weekly half-hour dramatizations is technical consultant Burton B. Turkus, former chief prosecutor of the Kings County (N. Y.) District Attorney's Office who smashed the notorious "Murder, Inc." ring.

"Crime Does Not Pay," based on the M-G-M two-reelers, is written for radio by Ira Marion and directed by Marx Loeb, with Edgar Small as assistant director. Musical director is John Gart. Raymond Katz is the producer.



TURKUS

Wide Variety of Matter

Subject matter has ranged from the problem of the juvenile delinquent, bred in the slums and schooled in adult crime in prison, to that of the alcoholic who almost wrecks two lives other than his own. Other criminal enterprises dealt with were the confidence game, arson, and murder.

Stars during the first 26-week cycle included: Donald Buka, Sidney Blackmer, Margo, William Prince, Nancy Kelly, Parker Fennelly, Charles Korvin, Mildred Natwick, Cameron Mitchell, Bela Lugosi, Myron McCormick, Martin Gabel, and Jean Muir.

Crime Series Gets Awards

With the National Exchange Club citation, the radio "Crime Does Not Pay" promises to join the ranks of its illustrious film antecedents.

Two "Crime Does Not Pay" M-G-M two-reelers won Academy Awards, "The Public Pays" (1936) and "Torture Money" (1937). Another, "Drunk Driving," won the David S. Beyer Memorial Award for 1938-1939, a plaque presented for the film which most effectively encourages safety on the highways. "Behind the Criminal," an indictment against the unscrupulous criminal lawyer, was endorsed by the then Attorney-General Homer S. Cummings, and J. Edgar Hoover, chief of the Federal Bureau of Investigation.



BILLBOARD

“This breezy fifteen minute program of Hollywood chatter has what it takes to get audiences!”



THE GREATEST PARADE OF STARS

ever collected on a single show on Paula Stone's microphone on HOLLYWOOD, U.S.A. . . . attracting a loyal and enthusiastic throng of listeners! It's packed with intimate news, views and interviews and bright exclusive features. A star of stage, screen and radio herself, Paula Stone is fast becoming America's Number One Film Reporter! Fifteen Minutes—Five Days a Week.



HOLLYWOOD, U.S.A.

A *Metro-Goldwyn-Mayer Radio Attraction*

Exclusive Representatives

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Paula Stone's Programs Evoke Much Interest

REVIEW

"HOLLYWOOD, U.S.A."

"Hollywood, U.S.A." is another MGM package transcription that is written, directed and produced by Paula Stone. In addition, this one also features Miss Stone as an interviewer-commentator in a five-a-week Hollywood commentary which plays heavily on movie star "name" appeal.

The program is broken down into five segments—one for each day broadcast—and runs the gamut of covering filmland personalities in all—whoops, not ALL but most, of their activities.

As caught by this reviewer, the program is a swiftly paced, expertly produced series which has an immense fan appeal as an intimate type Hollywood feature column of the air. Stone, as interviewer or commentator, handles herself and her big name guest with startling informality and ease.

Since La Stone also directs and produces the Lionel Barrymore and George Murphy shows (as well as writing the latter) it's a wonder that she has time to put this one together with such a consistently high standard. —SILAG.

Versatile Paula Doubles As A Director-Producer

Stage and screen actress, producer, radio commentator, writer and director . . . all packaged in one person named Paula Stone.

Having made her Broadway debut at the age of 15 with her celebrated dad in the musical, "Ripples," Paula appeared for the next five years in film melodramas, horse operas and whodunits. Then, following a road tour of "You Can't Take It With You" and other shows, she invaded radio. She started on a local New York station with a 15-minute program once a week and within three weeks she was doing the show—a Broadway and Hollywood chatter program—across the board, five times a week. In the fall of 1945, Paula and Hunt Stromberg, Jr. produced "The Red Mill" on Broadway and later, with husband Michael Sloane, she produced "Sweethearts."

Now, in addition to her "Hollywood, U. S. A." she writes, directs and produces M-G-M Radio Attractions' "Good News From Hollywood" and produces and directs "At Home With Lionel Barrymore."

On Location

One of Paula Stone's very unusual "Movie Making" sessions on "Hollywood, U.S.A." did not take listeners to a movie studio—but to Birmingham General Hospital. There she interviewed Fred Zinnemann and several of the paraplegics whom he directed in "The Men."

☆ ☆ Paula is Versatile ☆ ☆



Paula Stone is the personification of versatility. Miss Stone is a combination of actress, writer, director and producer.

"Hollywood-USA"....As I See It

By PAULA STONE

I am now convinced there is no cure for a movie fan! You either "is or you aint." . . . Well, I'm in the "is" category, thanks to the past year. For twelve months I've been writing and producing a radio series called "Hollywood — USA" and twelve months gives one plenty of time to get acquainted with a subject. Frankly, no one should be paid for enjoying a job as much as I enjoy this one. (Aside to my bosses. . . "Gentlemen—uh-uh-remember I have a contract.")

Well anyway, I've gathered some amazing facts about Hollywood. . . . amazing to yours truly, that is. . . . For example, Loretta Young tells me a survey of the entire personnel of the motion picture industry shows that seventy per cent have never been divorced, while the national average outside of Hollywood is only sixty per cent. . . . Also, that six out of every ten people attend church regularly, and that's better than the national average, too. As for the pictures, themselves. . . . Well, the movies are only seventy years old, which is mighty young for an industry.

And compare pretty favorably with the theater which is many centuries old.

In making a comparison between the two Mr. Deems Taylor once said, "Do you feel a little more charitably inclined toward the shortcomings of the younger art? For it is an art. Within the past two decades it has produced films that rank with the best works of our contemporary playwrights and producers. But remember, it is an art that has the misfortune to also be an industry." That's really something to think about. . . . art on the assembly line! It is truly amazing, as Mr. Taylor points out, that so many good pictures and artistic achievements can be accomplished under such circumstances.

Bringing "Hollywood — USA" to the air, as well as the George Murphy show, "Good News from Hollywood," means working in close contact with the motion picture studios and their stars. This contact has only served to heighten my regard for the men and women who head this industry and keep the never-ending flow of celluloid on its way

'Hollywood, U.S.A.' Ushers In A New Series Of Shows

Paula Stone's conducted tours of "Hollywood, U.S.A." have evoked so much interest that she is going to continue them for another 26 weeks. "Hollywood, U.S.A." is also written, directed and produced by Paula Stone.

For five days each week, M-G-M Radio Attractions' "Hollywood, U.S.A." provides an informative "inside" look at the film capital, with informal interviews of the top name stars and the little-known men and women behind the stars.

The first of the five weekly programs is "Visiting Day" with Paula using a tape recorder in the homes of movie personalities to talk to the entire family. Among the homes visited have been those of Eddie Cantor, Harold Lloyd, Deborah Kerr, Lee Bowman, Kathryn Grayson and Johnny Johnston.

The second program of the week is called "Show Business" and is given over to interviews with the stars on their first experiences in show business. Among the many interviewed have been Loretta Young, David Wayne, Gloria Swanson, Arlene Dahl, Mickey Rooney, Michael O'Shea, Joel McCrea, Dore Schary.

Paula's third program of the week is titled "Movie Making" and for this she takes her recorder to the movie lots for first-hand reports. Among the directors, producers and other executives from whom she has obtained knowledgeable interviews were Dore Schary, Edward Knopf, Gottfried Reinhardt.

Fourth day's feature was "Hints and Hobbies" in which the stars themselves described their off-the-lot pastimes.

The fifth day she devoted to "A Date At Romanoff's" featuring interviews with celebrities at "Prince" Mike's famous restaurant. Here she ran into virtually everyone in the cinema city.

to the public. To the movie fans, Hollywood has the qualities of a close friend. If someone you knew contributed many pleasant hours to your way of life; brought you travel; adventure; romance, and above all helped you to forget your daily problems, you'd consider that person a mighty good friend, wouldn't you? And even if such a friend had a million faults, you'd be tolerant with the shortcomings as weighed against the values on the "plus" side of the ledger.

Well, that's the kind of a friend motion pictures are to the average moviegoer. . . . and that's Hollywood, U.S.A. as I see it. But then, maybe I'm not a very good judge. . . . You see, I like the darn place!

ADVERTISEMENT

NICK KENNY

—N. Y. DAILY MIRROR

**George Murphy Good
News from Hollywood**

It's really something to listen to.



GOOD NEWS
from
HOLLYWOOD

HEAR EXCLUSIVE FEATURES . . . like "THE HAN BAG"—Bringing fans unusual bits of information they want to know about their favorite stars and pictures . . . "GOOD NEWS SALUTE"—tribute to local community effort . . . "STORIES WITH A SMILE"—humorous highlights about famous people! **Fifteen Minutes—Three Times a Week.**

**GEORGE
MURPHY**

MOVIEDOM'S FAVORITE MC

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'Good News From Hollywood' A Terrific Hit

REVIEW

"GOOD NEWS FROM HOLLYWOOD"

"Good News From Hollywood," featuring film star George Murphy, is a different kind of Hollywood gossip program. As a matter of fact, it's not really a gossip program at all.

Murphy, one of film land's most indefatigable proponents of public service, devotes most of his time on this show to reporting the stuff that doesn't ordinarily get into the sensational "keyhole reporting" type of Hollywood columns. Instead, he concentrates on the kind of stuff that plays up the good side of the West Coast's never-never-land.

As for the show itself, it's a typical MGM package with good writing and thorough production. Murphy has been before the mike often enough to know how to handle himself on the air. His delivery is smooth and professional, and he leaves the listener with the feeling that the side of Hollywood that he's covering is the really IMPORTANT side.

Dick Simmons announces the show, a three-times-a-week package, is written directed and produced by Paula Stone.

—SILAG.

Murphy Plays Large Part In Community Activities

George Murphy, by virtue of his off-screen position in Hollywood, was a very apt choice for the role of herald of the "Good News From Hollywood."

Murphy is an executive of the Academy of Motion Picture Arts and Sciences, a member of the Motion Picture Relief Fund, and director of Hospital-Camp Shows, which replaced the wartime Hollywood Co-ordinating Committee (of which he was also a director) routing entertainers to servicemen. He is a member of a special committee organized to work on the problem of juvenile delinquency. And he is one of the main cogs in another committee to aid in the building of a new hospital in Beverly Hills.

A Real Find

"An agent was trying to sell director George Sidney on the idea of a new actor. . . . a FIND. He was describing what a great 'he-Man' and rough and tough character this fella was. To press home the point, the agent said, 'Mr. Sidney, this guy is really a find. He has arms like piston rods, shoulders like freight cars and the strength of a Deisel motor.' . . . to which George replied, 'That's very interesting. . . . On what track does he leave?'" — George Murphy on "Good News From Hollywood."

☆ ☆ Murphy's Mailbag ☆ ☆



The "Mailbag" section of "Good News From Hollywood," starring George Murphy, is an ever-popular feature. Here is the star answering many queries from listeners throughout the country. A cross section of the mail indicates that Murphy fans exist in every state and that both young and old are among his admirers. Murphy personally reads the mail and is guided by the suggestions in the planning of his programs.

Hollywood Is Surprisingly Like Any Medium-Sized Town

By GEORGE MURPHY
Star of "Good News from Hollywood"

Hollywood is many things to many people. To some a mythical place of glamour and tinsel; broken homes with swimming pools out back. . . . To others (those of us who live here and work here) it represents the fifth largest industry in the world. An industry run by hard working, intelligent men and women. The misdeeds of a few have been over-shadowing the good deeds of the many. . . . Believe me. . . . I enjoy giving listeners the real inside stories of our movie capital on "Good News From Hollywood," because I talk about the people I live with and work with and love.

Take it from me, Hollywood is surprisingly like any other medium-sized town. And just to prove how tame we really are in Hollywood, a survey was recently completed that covered law violations in the Greater Los Angeles Area, and Hollywood was found to have had many less than the average of all the other communities. That is, with one exception. Hollywood led the bunch in one crime. . . . the crime of double parking.

Murphy's Program Pays Off With Heavy Sales

The question was whether the customers would forsake the gossip and buy the "good news." And the answer was an overwhelming yes!

As a result, "Good News From Hollywood," the Metro - Goldwyn-Mayer Radio Attractions' thrice-weekly 15-minute program in which George Murphy reports on various constructive aspects of film-land activity, will continue for another 26-week cycle.



SIMMONS

M-G-M Radio Attractions' "Good News From Hollywood" is written, directed and produced by Paula Stone. Murphy is assisted by actor-announcer Dick Simmons.

During each program Murphy interviews a star or film industry executive, and during a "Mail Box" segment of the show, he answers questions submitted by listeners and attempts to clear up misconceptions.

Among those interviewed during the first 26-weeks were Ava Gardner, Dore Schary, Charles Coburn, Cecil B. DeMille, Eddie Cantor, Lauritz Melchior, Harold Lloyd, Hoagy Carmichael and Harry James. Others were Lewis Stone, Ida Lupino, Arlene Dahl, Donna Reed, Van Heflin, Kathryn Grayson, Walt Disney, Elizabeth Taylor, George Sidney, Jane Wyatt, Lee Bowman, Angela Lansbury, Roddy McDowall, Diana Lynn, Carey Wilson, Bonita Granville, Lloyd Nolan, Celeste Holm, Claude Jarman, Jr., Gene Lockhart, Richardo Montalban, Billie Burke, Lon McAllister, Walter Pidgeon, Marjorie Rambeau, Clarence Brown, Rhonda Fleming, Audrey Totter, Vincent Price, Edmund Gwenn, Janis Paige, Rory Calhoun, Ann Miller, Desi Arnaz, Johnny Johnston, James Brown, Vera-Ellen, Ronald Reagan, Ellen Drew, Jane Powell, Mary Jane Saunders, Mickey Rooney and James Chaig. Also Ann Sheridan, Michael O'Shea, Dean Stockwell, Eleanor Powell, John Payne, Margaret O'Brien, Gloria Swanson, Joel McCrea, Ann Sothern, Franchot Tone, Scott Brady, Marilyn Maxwell, George Raft, Ann Rutherford, Gloria DeHaven, Jeanne Cagney and Barbara Bates.

ADVERTISEMENT

Affiliated Stations Go All Out To Promote M-G-M Programs

Showmanship In Campaigns Cited

A dynamic record of showmanship, exploitation and promotion on behalf of the M-G-M Radio Attractions was produced by the licensee stations and sponsors during the first 26-week period of activity.

Station KWK, local outlet for MBS in St. Louis, Missouri, went all-out proclaiming the "MGM Theater of the Air" and other M-G-M Radio Attractions. The station, owned by the St. Louis Globe Democrat, heralded the arrival of the "M-G-M Theater of the Air" "The Story of Dr. Kildare" and other shows with several hundred 22 by 27 dash cards on street cars and buses. Full page ads as well as smaller pieces of copy on the shows were used in the Globe Democrat plus a barrage of spots on the air, Russell C. Kulser, merchandising manager of KWK, reported. Also, the handsomely-produced KWK Bulletin was used to plug the shows and considerable trade journal advertisements were used.

WGN Campaign Exceptional

As usual, station WGN, which reaches more homes each week than any other Chicago station, did an extraordinarily effective job in promoting and publicizing the Metro-Goldwyn-Mayer Radio Attractions. Jim Hanlon, public relations director, reports that the Chicago newspapers were most enthusiastic about the caliber of the programs. The Chicago Tribune and other local newspapers highlighted virtually all the features. Efforts of the sales promotion department of WGN were equally ambitious. Their promotions included several smartly designed ads in the trade publications, punching sales promotion letters to advertising agencies as well as special post card promotions and Chicago program schedules on which the MGM Radio Attractions were singled out in boxes at the bottom of the page. Numerous, too, were the attention-getting MGM courtesy announcements on the air. Added to this campaign was the handsome WGN Studio Building marquee which plugged the various shows, week in and week out. Commercial manager William A. McGuineas's sales letter headed "Here's sixty seconds of mighty important news for you" was a tremendous attention-getter.

WBAL On The Ball

D. L. Provost of station WBAL, Baltimore, Maryland, reported that his station used full page ads in the Baltimore newspapers to usher in "M-G-M Theater of the Air."

Station KTMS, Santa Barbara, California, also used handsome full-page ads in the local papers to bring in M-G-M Radio Attractions.

An all-out promotion campaign was staged by KFI, the NBC affiliate in Los Angeles, California, with heaviest concentration in on-the-air promotion of the Metro-Goldwyn-Mayer Radio Attractions. Pat Kelly, program manager reported.

Station KVER, Albuquerque, New Mexico, did a bang-up job for the programs. The Albuquerque station printed special stationery using the "M-G-M Attractions" slug.

W. Russell David, Sr., vice-president of station WPTR, Albany, New York, reported that his station carried considerable advertising in the Albany, Schenectady and Troy newspapers on the "M-G-M Theater of the Air" as well as an effective display window on the show in the entrance lobby of WPTR which is on the mezzanine floor of the Ten Eyck Hotel.

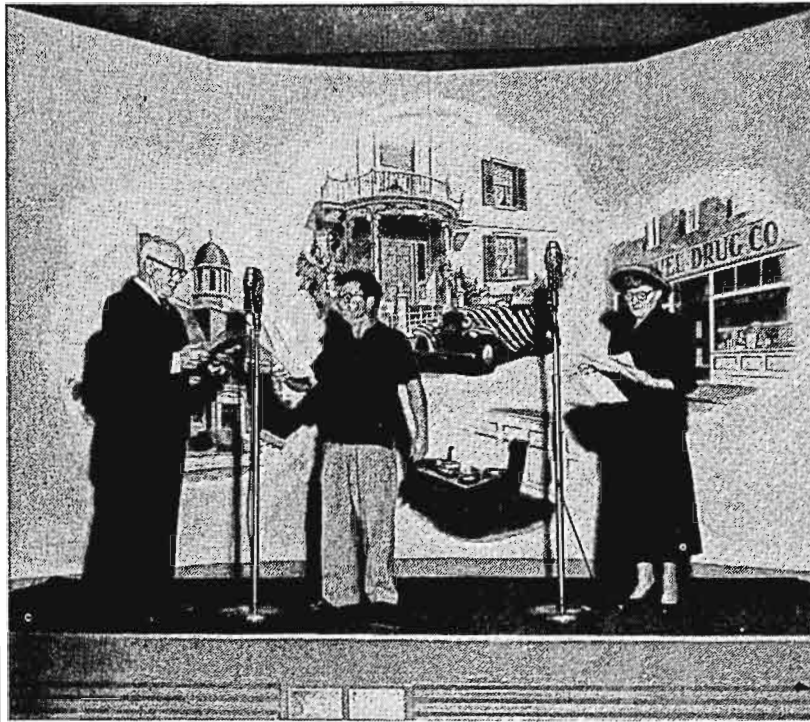
The M. E. Blatt Company, sponsors of the "M-G-M Theater of the Air" over station WFPG, affiliate of the American Broadcasting Company located on the Steel Pier in Atlantic City, N. J. did their utmost to familiarize the public with the fact that the program could be enjoyed in that area. They plugged it in all of their full page and half page ads in the Atlantic City newspapers and posted special pictures of the stars on their vehicles and in their store and used banners on the trucks.

Johnnie & Mack Go To It

Johnnie & Mack, known as the "World's Largest Auto Service Plant" undertook the

(Continued on Column 4)

☆ ☆ Authentic Setting ☆ ☆



A note of realism in the production of "The Hardy Family."

Tap Top Personnel To Produce Programs

(Continued from Page 13)
"The Hardy Family," "The Adventures of Maisie," and "The Story of Dr. Kildare." These units consisted of the best dramatic directors, writers, and musical directors, coordinated and administratively supervised by Marcella Napp, my indispensable right hand on the West Coast. In order to prevent any production stoppage, each unit was indoctrinated with the problems of the others, so that in case of an emergency, personnel could be moved around quickly and efficiently. The quarter-hour shows are under the direction of Paula Stone, one of the outstanding all-around gals in the radio industry. Paula's assignments (turning out eleven shows a week) are of a prodigious proportion, all done in a superb fashion.

"The MGM Theater of the Air" and "Crime Does Not Pay," are produced in New York. These two shows are directed by Marx Loeb and assisted by Edgar Small. These two programs have their own scripting and musical units. Here, too, we use the best tape recording equipment.

Obviously, such a schedule calls for teamwork, especially among the people behind the scenes. Without

First-Rate Equipment Insures Quality Disk

(Continued from Page 13)
tables with Cook Cutters, Fairchild Recorders, Ampex Magnetic Tape Recorders and the latest audio-amplifying equipment, all guaranteed to produce platters free from the usual defects in material and workmanship. We spared no expense in seeing that the M-G-M Radio Attractions were recorded on laboratory electronic instruments of unusually high sensitivity and accuracy. The resultant platters have earned for themselves an immediate acceptance.

Nor will there be any letup in the quality of recordings issued under our label during the second cycle of programming. The affiliates, both new and old, can rest assured of unvarying quality in the vast number of platters to roll off our presses in the months ahead.

the invaluable assistance of the executive personnel of M-G-M Pictures in Culver City we would be stranded. Daily telephone conferences with Leslie Petersen, director of radio for M-G-M Pictures, regarding clearances of screen properties, appearances of M-G-M stars and other problems peculiarly inherent to film and radio, help to expedite these matters quickly and satisfactorily.

Varied Promotion Reported By Stations

(Continued from Column 1)

sponsorship of "M-G-M Theater of the Air" over WQAM, the Miami Herald station. It used various media to plug the show, including 100,000 attractive handouts to car owners in the area.

Station WHYN, Holyoke, Mass., Yankee Network outlet, waged a strong and aggressive promotion campaign with a great many display ads in the local newspapers.

Bangup Job By WSGN

A bangup publicity and promotion job was turned in by station WSGN, the News-Age-Herald station in Birmingham, Alabama, upon signing with Metro-Goldwyn-Mayer Radio Attractions.

Bank Stages Campaign

Never letting up for even a minute, the Industrial National Bank of Detroit, staged a vigorous promotion campaign in connection with its sponsorship of the "M-G-M Theater of the Air" over WWJ, the Detroit News station in Detroit, Michigan. Two hundred and fifty thousand folders detailing the shows were sent to Industrial National Bank's customers and large posters of the stars were displayed in 24 branch offices throughout Detroit. The center spread of the bank's house organ was given over to "M-G-M Theater of the Air" and large advertisements were run in the three Detroit newspapers and 16 community newspapers, Charles D. Fritz, sales representative of WWJ and WWJ-FM reported.

One unusual bit of promotion for the "M-G-M Theater of the Air" on station WCVS, Springfield, Illinois, outlet of the American Broadcasting Company and associated with the Illinois State Journal and Register, was the use of a large mirror directly behind the cashier's counter in Jonny's Kexall Drug Store. Leonard DeVilbiss, manager of the store, had his display man make an effective art panel which included the names of the shows, with a reminder of the current week's attraction.

A Public Utility Sponsor

Station WKY, Oklahoma City, Okla., used plentiful newspaper advertisements, on-the-air spots and first-rate custom-made showcards to plug Oklahoma Gas and Electric Company's sponsorship of the "M-G-M Theater of the Air" Advertisements appeared in the Sunday Oklahoman, which has a circulation of more than 260,000. Eugene B. Dodson, promotion manager of WKY, said the custom-made showcards were on display in the lobby of the Midwest Theater in downtown Oklahoma City and in the lobby of the main office of Oklahoma Gas and Electric Company.

Effective promotion pieces headed "Sell Your Philadelphia Story. . . Exclusive" coupled with eye-catching advertisements on the radio pages of the Philadelphia, Pa. Inquirer and smartly-designed car cards calling attention to the Fidelity-Philadelphia Trust Company's sponsorship of "M-G-M Theater of the Air" were some of the techniques brought into play, Deborah Adams of the WFIL merchandising department said.

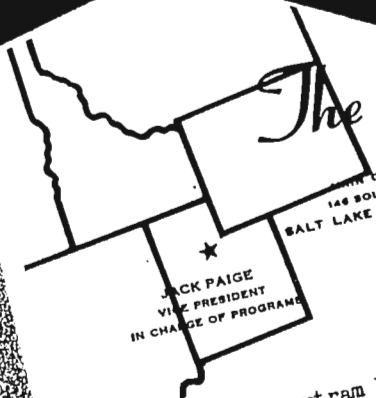
WHK Maisie Contest

Among the many attention-getting devices employed by station WHK, Mutual outlet in Cleveland, Ohio, was a successful "Maisie" contest in conjunction with the Loew's State Theater in that city. Large poster displays in the theater, among other promotional gimmicks, were used to enlist girls in the "Girl Most Likely To Be Whistled At" contest. (Miles Auto Stores sponsoring "The Adventures of Maisie over WHK). The winning contestant will receive an all expense trip to Hollywood to meet Ann Southern in person and to enjoy a holiday there.

Space Galore for KXYZ

Various media including large display space in the leading Houston, Texas, newspapers were used by the sponsors of M-G-M Radio Attractions over KXYZ. Lack's Auto Supply created effective ads on its sponsorship of "The Adventures of Maisie." South Texas National Bank, sponsors of the "M-G-M Theater of the Air" also made an impact with its use of display space in the Houston newspapers.

and
**LETTERS
LIKE THIS
PROVE IT!**



JACK PAIGE
VICE PRESIDENT
IN CHARGE OF PROGRAMS

Mr. Bertram Lebar, Jr.
Radio Station WMGM
711 Fifth Avenue
New York 22, New York

Dear Bert:

This is just a hurried note to tell you that I would like to add my 24 worth to what some of the other stations have reported already - that the M-G-M Radio Attractions are terrific!

After five months on KALL, we come up with a 12.4 on M-G-M Theater Of The Air, 8:30-9:30 PM, Sunday night which is tops in town by 6 points over the nearest network competitor.

"Maisie" came up with a 7.4 on Wednesday evening at 9:00-9:30 PM. That's excellent.

"Crime Does Not Pay", 9:00-9:30 PM Tuesday nights came up with a 10.4. This tops all other networks.

"Dr. Kildare", Thursday evening -- and, in this instance, I had to move it out of Monday night on account of basketball -- still came up with a 5.6. There is no question but that this baby will also build now that I can leave it alone in the same spot from now on.

Best personal regards,

JACK PAIGE

JP:jb

A Metro-Goldwyn-Mayer
Radio Attraction

"I should like to add a personal word of praise for the high standard of quality of these M-G-M productions. They are definitely a credit to our station and have caused much favorable listener reaction."

PAT KELLY—Program Manager
KFI—Los Angeles, California

BRIDGE WHERE THE PEOPLE LIVE



IN UTAH, IDAHO, WYOMING, MONTANA AND NEVADA

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Metro-Goldwyn-Mayer
Radio Attractions

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HITCH YOUR WAGON TO THE STARS!

GREAT NAMES IN SHOW BUSINESS bring you
TOP STARS... PRODUCTION "KNOW-HOW"...
AIR-TESTED SHOWS...
HIGH FIDELITY REPRODUCTION...

Priced for Profit!

Each program exclusive in each market!
First refusal for one station in each market on all
new productions!
Star photos, advertising, publicity aids on
continuing basis!

STARS!...SERVICE!...SHOWMANSHIP!

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598 Madison Avenue, New York, N.Y.

Services Of Radio To UN Lauded At NAB Convention

(Continued from Page 1)

tion of the management conference of NAB at the Eighth Street Theater yesterday. The Ambassador spoke on "United Nation's Promises."

"United States broadcasters perform world-wide service with the United Nations," Ambassador Austin said; "During the past year, the networks and hundreds of independent stations have featured scores of United Nations programs. Many of them have been relayed to other English-speaking countries by the United Nations radio. It is calculated that you have contributed more than five million dollars worth of air time to spread knowledge about the work of the United Nations."

Indications yesterday were that the attendance at this year's convention will fall short of the 1,600 registered broadcasters who were on hand at the April convention here last year. About 1,200 had registered by nightfall Monday night and it is expected that this number may be increased by a hundred or more before the annual banquet is staged tonight. C. E. Arney, secretary-treasurer, said the registration figure did not include the 200 indie broadcasters who met in conference here Sunday.

The theme of the year's convention, "The American Broadcaster's Responsibility in the World Today," was given by some as a reason for the drop off in attendance. Broadcasters, feeling the pinch of competitive selling in various parts of the country, have been reluctant to make the Chicago trip unless the convention held promise of a payoff in potent sales and promotion ideas. The agenda, unfortunately, didn't measure up to their expectations.

FM To Fore Monday

Monday morning sessions were devoted to FM radio. Howard Lane, WJJD, Chicago, director of broadcasting for the Field Enterprises, was the keynoter and took occasion to get in a healthy plug for functional music, the new FM commercial service sponsored by the Field Enterprises. Lane said that three and one half month's experience in presenting functional music had convinced his organization that "a mass market exists for a paid subscriber service."

Lane explained that operations of the new service is carried out as follows: "The FM receiver in the home gets the same programming the subscriber receives in his place of business. The same music is received on both receivers. The one in the home gets all the news and announcements, while the one in the

subscriber's place receives music only and is silent while news and announcements are on the air."

The Chicago operation carries a full 18-hour schedule, seven days a week, and is in direct competition with the existing wired music services offered hotels, cafes, etc.

Declaring that currently there are 23 cities under contract to Transit Radio through transportation systems, C. L. Thomas, president of Transit Radio, told the FM gathering something of the operations and expansion of FM mobile radio. He said that in 23 markets there are 3,300 vehicles equipped with receivers, antennas and loud speakers and that the average monthly riders in three markets total 215,900,000.

Thomas asserted that the transit radio is here to stay. He pointed out that a year ago only five cities were served and stressed that 23 communities are now served by them. "Be assured that TR is here to stay and in time will be recognized as the sixth established medium," he added.

Not All Optimistic

While Lane and Thomas gave the optimistic side of commercial application of FM, there were many FM broadcasters in attendance who asserted that their FM stations as a supplementary service to AM were not profitable operations.

BMI took the spotlight at the noon luncheon meeting of the convention Monday. Music reminiscent of the early days of the organization was played and the executives, members of the board, and publishers were honored guests at the luncheon. Last night Carl Haverlin, president, presided at a reunion of BMI oldtimers at the Ambassador East Hotel and again the music hits of the past ten years were featured.

The speech of Wayne Coy, chairman of the FCC, will be the highlight of today's session.

TELEWAYS is NOT

displaying at this convention

BUT—we are going

stronger than ever—



For the BEST in Transcribed

shows—at the Right price

it's **TELEWAYS**

8949 Sunset Blvd.

Hollywood, Calif.



TELEWAYS RADIO PRODUCTIONS, INC.

JOHN CHARLES THOMAS

—156 fifteen-minute Hymn programs

TOM, DICK AND HARRY

—156 fifteen-minute musical comedy programs

SONS OF THE PIONEERS

—260 fifteen-minute musical programs

RIDERS OF THE PURPLE SAGE

—156 fifteen-minute musical programs

STRANGE WILLS

—26 half-hour dramatic programs

DANGER, DR. DANFIELD

—26 half-hour mystery programs

FRANK PARKER SHOW

—156 fifteen-minute musical programs

CHUCK WAGON JAMBOREE

—156 fifteen-minute musical programs

STRANGE ADVENTURE

—260 five-minute dramatic programs

BARNYARD JAMBOREE

—52 half-hour variety programs

MOON DREAMS

—156 fifteen-minute musical programs

Also Custom Built Spots and Singing Jingles
Using Top Talent

**DON'T
TARRY
SEE
HARRY**

Radio • Television
Transcriptions

Harry S. Goodman

515A - 517A
Stevens Hotel

Tena and Tim

Proven Sales in Coffee,
Cereal, Cleanser

Available Radio and TV

PEG BECKMARK

11 East Elm Chicago, Ill.

TEN YEARS OF TOP TUNES

1940-1950

1940

PRACTICE MAKES PERFECT
HIGH ON A WINDY HILL
YOU WALK BY
THE BREEZE AND I
I HEAR A RHAPSODY
THERE I GO
SO YOU'RE THE ONE
I GIVE YOU MY WORD

1941

PERFIDIA
FRENESI
HI, NEIGHBOR
WALKIN' BY THE RIVER
TONIGHT WE LOVE
YOURS
THE WISE OLD OWL
YOU ARE MY SUNSHINE
GREEN EYES
MARIA ELENA

AMAPOLA

DO I WORRY
I DON'T WANT TO SET THE WORLD
ON FIRE

1942

I THINK OF YOU
DEEP IN THE HEART OF TEXAS
ZOOT SUIT
WHO WOULDN'T LOVE YOU
THIS LOVE OF MINE

1943

PISTOL PACKIN' MAMA
BRAZIL
I HEARD YOU CRIED LAST NIGHT
IT STARTED ALL OVER AGAIN
WHEN THE LIGHTS GO ON AGAIN

1944

AMOR
I DREAM OF YOU
TICO-TICO
BESAME MUCHO

1945

YOU BELONG TO MY HEART
THERE! I'VE SAID IT AGAIN
TWILIGHT TIME
WAITIN' FOR THE TRAIN TO COME IN
WALKIN' WITH MY HONEY

1946

I DON'T KNOW ENOUGH ABOUT YOU
WITHOUT YOU
LAUGHING ON THE OUTSIDE
ATLANTA, G. A.
WHO TOLD YOU THAT LIE

1947

FOR SENTIMENTAL REASONS
MANAGUA NICARAGUA
COME TO THE MARDI GRAS
I WONDER WHO'S KISSING HER NOW
WE COULD MAKE SUCH BEAUTIFUL
MUSIC TOGETHER

ON YORE HOSS
PODDNER
•••••

RED RYDER'S
IN TOWN
•••••

52 Thrilling ½ hours
•••••
CONVENTION HDQRS.

HARRY S. GOODMAN

515A - 517A
Stevens Hotel

*Welcome to
Chicago*

WILLIAM G. RAMBEAU
COMPANY

*Radio's First Exclusive
National Representative*

Headquarters

360 N. MICHIGAN AVE.
CHICAGO
AN. 3-5566

EMPIRE
RECORDING

STUDIOS
OFF-THE-AIR
OFF-THE-LINE
PORTABLE JOBS

EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

Pacific Regional Well Starts On May 1

(Continued from Page 1)

48 station, 5 of which are FM stations acting as links between the AM outlets and thus giving better coverage to the FM audience while simultaneously cutting the web's telephone line costs. It was revealed that 14 other regional networks outside California have found this system profitable. The web's first paid broadcast was placed by the David S. Hillman Agency; purchase included all 48 stations for a half-hour political featuring some Hollywood top names, backed by the Committee for Helen Gahagan Douglas for Senator.

Edwards Switch

Eddie Edwards, associated for more than 20 years with KMBC in Kansas City, resigned recently to assume new duties at station KWEF in Wichita Falls, Texas.

1948

TERESA
FOOL THAT I AM
CUANTO LE GUSTA
BOUQUET OF ROSES
COOL WATER

1949

I LOVE YOU SO MUCH IT HURTS ME
IT'S A BIG WIDE WONDERFUL WORLD
CANDY KISSES
YOU'RE SO UNDERSTANDING
SOMEDAY
BALLIN' THE JACK
ROOM FULL OF ROSES
YOU'RE BREAKING MY HEART
JEALOUS HEART
SLIPPIN' AROUND

1950

(First 4 months)

RAG MOP
CHATTANOOGIE SHOE SHINE BOY
DADDY'S LITTLE GIRL
WEDDING SAMBA
HAVE I TOLD YOU LATELY THAT
LOVE YOU
MARTA
CRY OF THE WILD GOOSE
PETER COTTONTAIL

BEST WISHES
EDDIE HUBBARD

Five Years With
Chesterfield ABC Club
WIND Chicago

**THIS IS KFI's
DEFINITION OF**

GOOD RADIO ADVERTISING:

- **76% INCREASE IN SALES!** This universally distributed grocery product had a 76% increase over its already hefty sales in 10 weeks due solely to Burritt Wheeler on KFI. A companion product, barely mentioned by Wheeler, had an 85% increase!
- **50% INCREASE IN SALES!** An appliance company, selling a \$175 machine door to door, had a 50% increase in business after only four weeks due solely to an audience participation program starring Stu Wilson—and in the Long Beach territory alone there is a backlog of 25,000 demonstration appointments.
- **19,000 WOMEN INTO GROCERY STORES!** In a four-week period 19,000 women went to the trouble to guess a melody, write their guess on a postcard, and go to a grocery store to pick up their prize—a 9¢ product. This was all due to 5-minute KFI program broadcast five mornings weekly.

Radio advertising is too often measured by inconclusive standards—a trade paper review, a rating, a cost-per-thousand study. The only valid definition of good radio advertising is—

**ADVERTISING THAT
PRODUCES SALES...**

immediate and unmistakable response.

*That is the type of advertising
we attempt to sell you... on*



Barb C. Anthony, Inc.
NBC for Los Angeles
50,000 Watts on 640 kc
Represented nationally by Edward Petry and Co.

N. Y. Stations Asked To Stop Legal Shows

(Continued from Page 1)
tion or advice. The association said that the programs might mislead listeners into believing that they could apply the information or advice to their own individual and specific legal problems.

The request was made by Secretary Terence J. McManus at the direction of the board of directors.

White Named Sales Chief At Air King Products

The appointment of James White as manager of contract sales for the Air King Products Company was announced yesterday by D. H. Cogan, president. White's new duties place him in charge of the company's larger contract accounts including the engineering development and research phases related to the accounts. Prior to his association with Air King, White held positions as eastern manager of the Andrew Corp. of Chicago and as ass't. gen. mgr. of the Gray Audograph Co.

Gets WCSS Promotion

Raymond J. Cheney, program and production director of WCSS, Amsterdam, New York, has been upped to assistant manager of the station, and will act in that capacity in addition to his other duties.

Dunton Reticent Re CAB Plan To Drop Receiving-Set Fees

(Continued from Page 1)

board of governors the comment that the board could not express any opinion on how the CBC operations should be financed.

Mr. Dunton said the C.A.B. plan envisaged a grant from the public treasury equivalent to \$2.50 for radio receiving sets in Canadian homes and motor cars. The annual license fee on receiving sets now is \$2.50 and provides the CBC with about \$5,000,000 in revenue. Another \$2,000,000 is obtained from commercial programs.

The C.A.B. plan would call for withdrawal of the publicly-owned CBC from the commercial advertising field. Under its plans of a grant from the treasury the CBC would receive \$2,000,000 a year more than it now receives from license fees and commercial programs combined.

Last September Mr. Dunton asked the Royal Commission on Arts and Sciences to recommend that the annual license fee be increased from \$2.50 to \$5.00 a year. There were probably, however, many things in the C.A.B. plan that would recommend themselves.

A grant of \$2.50 a year would not be sufficient to cover the expenditures contemplated in the CBC's program of expansion and improvements. The CBC was considering a

budget in the neighborhood of about \$10,000,000 a year, compared with a current budget of about \$7,000,000.

Mr. Dunton's testimony preceded the presentation of briefs by the Trades and Labor Congress of Canada, the Association of Canadian Clubs and the Radio Manufacturers' Association of Canada.

The T.L.C. said it was opposed to any increase in the annual license fee. It suggested that any additional funds needed by the CBC be paid out of the public treasury. It called for better facilities for the National Gallery, the National Museum and for establishment for a National Library.

The Radio Manufacturers Association urged the establishment of a separate board to control radio in Canada. It criticized present regulations prohibiting the development of television by private interests. It said that the radio industry, now working at about 50 per cent capacity, could be working at 100 per cent if the Canadian television field was open to private firms.

The Association of Canadian Clubs said it was in favor of having immediately a National Gallery, a national library and archives, and a national museum. Equally important was the need to make their facilities available to as many Canadians as possible.

In the main discussion on radio, Mr. Dunton noted that C.A.B. had urged the establishment of an "independent" body outside the CBC to regulate all broadcasting in Canada.

He said Parliament had decided that there should be a national broadcasting system that would take care of the interests of the Canadian people in the use of radio frequencies, which were public utilities.

C.A.B. had also suggested that pri-

NAB Board Opposes Hoover Plan Section

(Continued from Page 1)

Organization of the Executive branch of the Government and is in conflict with the existing law.

It was pointed out at the NAB meeting that the Federal Communications Bar Association in an analysis of Reorganization Plan No. 11 found "that the practical effect of the plan is to destroy the basic idea of checks and balances in a representative form of government and establishing a regulatory agency responsible to the Executive.

Levey Gets "Fabiola" Help

Jules Levy has signed Frederic Pressburger and Forest Izard to assist him in the preparation of an English version of "Fabiola."

vate stations be allowed to form networks. Mr. Dunton said that if the private stations were allowed to form networks they would get away from their primary duty of supplying a community service.

If an independent body was established, he said, the CBC, which now controls all network operations would have no preference on network operations. If the CBC did not have to worry about finances there possibly were many commercial programs that it could do without.

However, some programs such as soap operas might be discarded because of their entertainment value. Some programs, despite their advertising content, were valuable from a listener's point of view.

On Television, Mr. Dunton said that the long range program is to stretch TV right across Canada. A start production centers will be established in Canada and Toronto along with stations there and the films will be sent to other parts of the country.

Because of the shortage of frequencies, many difficulties arose when it came to allotting the frequencies. The private radio station submitted a good argument in favor of them being granted a priority on TV licenses. There were others, however, who came along and stated they could do a better job in the television field than private station.

To All AP Members—and Others

Come over and visit at cocktail time—or any time!

AP HEADQUARTERS

THE CHINESE ROOM

Floor Number One

BLACKSTONE HOTEL

(Just across the street)

Open Sunday, Monday and Tuesday

OLIVER GRAMLING

Assistant General Manager

Tom Cunningham
Mark Knight
Sam Morton
Al Stine

Telephone:
Harrison 7-4300

Jerry Swisher
Paul Breining
Jerry Gill
Red Mason
Frank Stearns

WDRC

CONNECTICUT'S PIONEER BROADCASTER

- MORNING
- AFTERNOON
- EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



 ★ RADIO TV
 ★ SPOTS
 ★ KISSINGER PRODUCTIONS
 ★ JU. 6-5572 1650 B'WAY, N.Y.C.
 ★

MODERN RECORDING STUDIOS

55 West Wacker Drive, Chicago, Ill.
Personal Records Copied
Auditions — Transcriptions
Hammond Organ — Professional Students

N.A.B.

us at the

CONVENTION

and make us tell you about...



CAPITOL-IZED SHOWS

More than 30 different musical shows, complete in script and format — that's the new CAPITOL-IZED lineup. Each one's unique ... cleverly assembled, with big-time showmanship of network calibre. Music has been carefully chosen from Capitol's fresh, well-balanced Transcription library—over 4500 superbly produced selections...all recorded postwar. And look at these professional touches: special themes; voice-tracks of the

featured artists; theme fill and bridge music (for commercial background); courtesy announcements, to build audience interest. Dollar for dollar, you can't buy better audience builders... more "sponsor appeal." Make us prove it to you, face to face, at the N.A.B. convention. We'll be waiting to spin a program or two for you...in Rooms 532A-534A. Or drop us a line at Sunset and Vine.

BROADCAST DIVISION

Capitol Records, Inc.
Sunset and Vine
Hollywood 28, Calif.

A U N I Q U E L I B R A R Y P R O G R A M S E R V I C E



Jacobs Asks Better Pub. Relations In The Interest Of All Broadcasting

(Continued from Page 1)
from within at a time when we need unity to fight critics from without," Jacobs said. We much forget these differences on the various levels and combine our efforts in the interest of all broadcasting—to refute the criticisms from our attackers."

Jacobs singled out Chancellor Robert Hutchins of the University of Chicago as a critic of radio who should be answered by the industry. He specifically referred to an article credited to Hutchins which appeared in a recent issue of Time magazine which characterized radio as a disgrace and admonished listeners to hurl their receiving sets into the streets.

"The statement by Chancellor Hutchins calls for an industry answer," he continued. "Some spokesman for the broadcasting interests should answer him and all our other critics. We need aggressive public relations on the city, state and national levels."

Meeting It "In His Own Way"

The Oregon broadcaster said he was meeting the Hutchins pronouncement in his own way. He said he had notified all his listeners that he would give a \$200 receiver to anyone who hurled their set into the streets. To date, he added, there has been no takers.

Commenting on the business outlook for indies, Jacobs said that things never looked better for the unaffiliated stations. "Today the agencies and time buyers seek us out," Jacobs said. "They want to know our availabilities on a local level. They are interested in sponsoring sports events, variety shows, news and local quizzes. We independents in the rural areas and so called secondary markets are having our day."

The strong co-operative link that exists at the present time between

the American broadcasters, government agencies and the European governments operating under the Marshall Plan, was brought to light this afternoon at the final session of the Unaffiliated Stations confab.

Entirely unofficial, the help being given both the U. S. government and the European countries in combating the effects of the "cold war," is forcing Russia to spend an estimated \$200,000,000 in what amounts to counter-propaganda efforts alone both behind and on this side of the Iron Curtain, according to Alfred Puhon, Voice of America, who lauded American stations for supplying local material useful for rebroadcast abroad in bringing closer a common bond of understanding. U. S. broadcasters he said, are not obliged to supply this material, but were doing so in aiding Marshal Plan commentary on European programs. Broadcasters here also are carrying many European programs which are being made available through the Voice of America's Washington offices. The tremendous task of the ECA radio was indicated by Edward Gruskin, chief radio officer, ECA, who revealed that 18 daily programs in 14 languages are broadcast daily, all via the American type of program, using both entertainment and a "commercial" by way of selling Europeans on democracy. Gruskin stated that whatever service the ECA could supply the U. S. broadcasters would be gladly accomplished merely by the radio men making the request from its Washington or New York offices.

Crenesse Heard

Following Gruskin in the same theme was Pierre Crenesse, Director, North American Service, French Broadcasting System. Crenesse told the group that the French radio, familiarly being termed International Goodwill Network, was supplying programs to 25 countries and that during the past several months 36 programs suitable for U. S. sta-

tions were supplied and used on several hundred outlets here. Again the point of complete cooperation was stressed when Crenesse stated the French Radio System would supply any type of program consistent with the policy of both nations, would be supplied upon request.

Sinn Speaks for ET Firms

Arnold Hartley, vice-president and program director of WOV, presided at the meeting which was under the Chairmanship of Lee Jacobs, of KBKR, Baker Oregon. Hartley, after introducing the preceding speakers, called upon John Sinn, executive vice-president of the Frederic W. Ziv Co., and World Broadcasting System, its subsidiary. Sinn spoke for the transcription companies and library services when he asked all broadcasters to "forget all they knew" about transcriptions and let the new product of 1950 give them a new outlook. Question and answer period as to the adaptability of transcribed shows vs. regular phonograph records for disc jockey use brought out a draw as to the pro and cons.

Carl Haverlin, president of BMI described the many services provided broadcasters gratis and illustrated his talk with a copy of each of these items. One of the BMI script series, he said, was sold commercial on nearly 1,000 stations.

Representative of Decca Records, Sellman C. Schultz, vice-president, outlined the vast catalog being developed by Decca which broadcasters could use, including children's and dramatic shows. RCA Thesaurus representative also outlined his company's product.

Weil Discusses "Mail Order"

Ralph Weil, vice-president and general manager of WOV, New York, spoke on "Mail Order Business," and in outlining its good points, mentioned that newspapers and magazines were full of such advertising and that his station accepted such business under certain restrictions. This included close scrutiny of the copy, all of which must contain a money back guaranty. Nothing less than a straight 10-minute program, within a minimum number of times weekly as well as a minimum of two-weeks as to contract.

Maurice Mitchell, director of the Broadcast Advertising Bureau, dissented vigorously from the policy of programming gratis too many broadcasts from foreign countries which

BEHIND THE MIKE

THE Mariners quartet flying to South Bend for a 3-day personal appearance at the Shrine Club Charity show there.

CBS' Doug Edwards squiring his mom around town this week. She teaches school in Oak Ridge, Tenn.

Lou Prentiss signed to play Wilma Deering in the "Buck Rogers" ABC-TV series.

Herb Sheldon's ten shows weekly via WJZ creating much Herba-Herba.

Eddie Davis, Le Coq Rouge maestro, guests on Eileen O'Connell's "Rendezvous" show on CBS-TV recalling music of the Fabulous 20's.

Milo Boulton's WPAT transcribed series from Le Vouvray to become permanent.

AP has asked radio writer Mari Yanofsky to pen an article on women in the broadcasting industry.

Timmie Rogers nominated as the most promising comic of the year by the Nat'l Laugh Foundation.

he felt were sometimes designed to build their tourist trade. He pointed out that last year the independents kicked up their heels over the Army placing too much public service time and as a result the practices were changed for the better. He suggested that independent station managers give the same careful consideration to public service shows from foreign governments.

Mitchell listed several ways to sell programs including:

- 1) Use your spot announcement list as a logical place to find new sponsors for regular programs.
- 2) Make a special analysis of each prospective sponsor and his needs and pitch a personally-tailored program to him.
- 3) Cut special records of prospective shows such as advertising agencies make layouts for visual media.

Take home . . .
REAL SALES AMMUNITION

Load up . . .
WITH INFORMATION ON

RED RYDER

52 Half Hours

and

**ALL STAR WESTERN
THEATER**

90 Half Hours

See: **HARRY S. GOODMAN**
515A-517A — STEVENS

If Your
RADIO and TELEVISION
DRAMATIZATIONS Need
SOUND EFFECTS
USE
MAJOR
SOUND EFFECTS
RECORDS

distributed by:

THOMAS J. VALENTINO, INC.
150 WEST 46th STREET
NEW YORK 19, N. Y.

ANIMATION HOUSE, Inc.

535 Main St. New Rochelle
N.R. 2-8184 New York
Finest Television Spot Commercials
On The Air Currently
RONSON VICEROY
PHILCO LEE HATS
WONDER BREAD KOOLS
PALMOLIVE

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
HENRY GREENFIELD, Mgr. Director 117-119 W. 46 St. N.Y. 19

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 18, 1950 — TELEVISION DAILY is fully protected by register and copyright

BIG 10 BANS SPORTS TV-PICKUPS

TELE TOPICS

DIZZY DEAN, who as a radio sports-caster in St. Louis built a legend which bid fair to put Mrs. Malaprop in the shade as an assassin of the English language, bowed Saturday over the DuMont video network as a play-by-play reporter of the home games of the New York Yankees. His debut, the truth to say, was somewhat at odds with his heavy pre-season build-up. Dean showed a tentative approach to his new duties and sometime erred in his identification of plays and players. His pre- and post-game interviews were uniformly lacking in interest. On the first score, much can be attributed to his newness to video and to his lack of familiarity with the Yankee Stadium set-up. On the second, Dean needs the helping hand of an experienced newsman to organize and plot the interviews for him. His personality, however, and his raucous interest in, and knowledge of the game makes him a natural to develop into a top man in his newly chosen field.

BERNARD PROCKTER, producer of NBC's "The Big Story," has a new series, "T-Man"—based on Treasury Dept. files—coming up as tele weekly on NBC starring Walter Abel, Sam Wanamaker and J. Edward Bromberg. . . . Fred Allen, Ray Emerson, and Ed and Pegeen Fitzgerald guested on last night's WJZ-TV premiere of "Earl Wilson's Column of the Air." . . . Roscoe Karn's "Rocky King" show has been renewed over DuMont. . . . Jimmie Bob Emery, doing a good turn while turning up new talent, is selecting gifted finds from N. Y.'s child-care agencies for DuMont's "Small Fry." . . . Gordon Walls has been named commercial rep. for WCAU-TV. . . . Walter Lefebvre just made Acting Field Sales Mgr. for Sylvania Television. . . . WJIM-TV, Lansing, Mich., becomes CBS tele affiliate on April 30 with Harold Gross as prexy and gen. mgr. CBS affiliates now up to 59. . . . New promotion dir. of WLW-D, Dayton, is Frank Hall Fraysur, former "Life" ed.

LKA CHASE'S "Glamour Go Round" over CBS-TV, which some of the trades had dying, has been renewed by Harriet Hubbard Ayer. . . . Buster Keaton is taking a several weeks' hiatus prior to filming a new TV series for national distribution. . . . Phil Alampi brings experts on horticulture before WJZ-TV cameras when "The Home Gardener" premieres April 21. . . . Earl Wrightson's "At Home Party" renewed at CBS by Masland Rug Co. for another 13 weeks. . . . Colby Lewis, a director at WTMJ-TV, Milwaukee Journal station, upped to Supervising Director. . . . Franklin Pulaski, MC of WFIL-TV's "TV Telephone Game," emceed the preem of WNBT's "Doubleday Book Show" on Sunday.

SONGS WITH THE LARGEST TELE AUDIENCES Survey Week Of April 7-13, 1950

The Top 5 Songs Of The Week

Chattanooga Shoe Shine Boy	Acuff & Rose
If I Knew You Were Coming	Robert Johnson
Rag	Miller
Music Music Music	Cromwell
Telephone Song	Shapiro-Bernstein

The 5 Favorite Standards Of The Week

Caravan	American Academy
Charleston	Harms
Darktown Strutters Ball	Feist
Easter Parade	Berlin
Tico Tico	Charles K. Harris

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Flanagan Sees Video Agenda Announced Hurt By Morgens For SMPTE Chi. Meet

A request for a three-year freeze on television rates for the Procter & Gamble "Beulah" show over ABC has been called a "distinct disservice to a new medium" by T. F. Flanagan, managing director of the National Association of Radio Station Representatives, in a letter to Howard J. Morgens, P&G vice-president in charge of advertising.

While stations listened attentively to a statement made by Morgens at a recent REC meeting asking for lower radio costs, Flanagan said, "these same stations are now appalled by your action, through your advertising agency, Dancer-Fitzgerald-Sample, Inc. These stations," he continued, "are now asking how they can unfreeze and reduce AM rates in cities where TV competition is severe, while at the same time the TV station is expected to guarantee rates for three years based on today's small audience."

A similar deal was made last year by Dancer-Fitzgerald-Sample, Inc. for the Lone Ranger show on TV. Stations were asked to O.K. a three year pact, but only a portion of the ABC network did and other arrangements had to be made.

Three sessions at the 67th Semi-Annual Convention of the Society of Motion Picture and Television Engineers opening in Chicago on April 24 will be devoted to reports and discussions of television engineering, with special emphasis on color.

Following business and technical sessions on the first day, Frank H. McIntosh, consulting engineer from Washington, will deliver a paper on the various color systems proposed to the FCC at a joint meeting with the Chicago section of the IRE on Monday night. "Phonevision Progress," a talk by John R. Howland of the Zenith Radio Corporation, will also be presented.

Tuesday Papers
"Motion Picture Color Photography of Color TV Images," "Critical Evaluation of Color TV," "Color Cathode-Ray Tube With Three Phosphor Bands," "Component Arrangement for a Versatile Television Receiver," "Characteristics of Motion Picture and Television Projection Screens" and "Television as a Means of Mass Instruction in the Armed Forces" are the titles of the Tuesday morning papers.

CBS Captures Video Rights To Saturday Garden Series

(Continued from Page 1)

rodeo, professional and college basketball, the National Horse Show and five track meets: the Millrose Games, AAU Championships, NYAC, IC 4A and Knights of Columbus track events.

The package does not affect the option currently held by WPIX for Sunday through Thursday events at

the Garden. WPIX plans to take 118 events from the Garden including basketball, hockey and other contests. Friday night boxing is covered by NBC through Gillette.

Under the terms of the agreement, CBS, for a period of six weeks, January 27 to March 3, is offered the option of taking major track events

Say Telecasts Will Hurt Schools At Boxoffice

(Continued from Page 1)
hours after the actual playing of the games.

Representatives from Notre Dame, Marquette, Pittsburgh and Nebraska attended the meeting, but took no action. The latter three are expected to make a decision shortly. Notre Dame has already signed for "live" TV broadcasts by DuMont.

The Big Ten statement covering the ruling follows: "The Conference sanctions deferred television of its football games. It has not banned television: it has merely made an adjustment as to when the game may be viewed on television.

"Under this policy the provisions were that simultaneous or live television of conference football games will not be permitted: that complete films of the games would be available for TV the following day, and that post game highlights of conference games also will be available.

The Western Conference said: Television definitely have an adverse effect on attendance. Inasmuch as the entire inter-collegiate programs of most institutions are dependent upon receipts from football games, it is the conclusion that the entire future of intercollegiate athletics should not be endangered by this new medium.

"Possibly the effect of television, as found today, will change, but we felt we have a definite obligation to maintain our existing programs which at the present time provide competition for more than 45,000 students at our ten universities.

While none of the TV leaders at NAB convention would be quoted on the importance of this Big Ten ruling it was the consensus that the precedent set by the Western Conference may cause other schools to reconsider on the subject of television games. It was pointed out, however, that Notre Dame is already committed to televising of its home games on DuMont.

TV Code

The proposed production code for the television industry will get a thorough airing by Joseph I. Breen, administrator of the motion picture production code, at the American Television Society luncheon on Thursday, April 20, at the Hotel Roosevelt in New York. His chosen title is "A Code of Good Taste for the Television Industry."

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 13

NEW YORK, WEDNESDAY, APRIL 19, 1950

TEN CENTS

VIDEO NOT HURTING AM, COY TELLS NAB

Web, NAB Friction May Cause Net Walk-out

Chiefs Of Groups Meet In May To Discuss Issues

Chicago — Threat of the networks to drop out of membership of NAB has taken a serious turn and a meeting between NAB officials and network executives is scheduled for early May in New York at which time the industry organization will attempt to convince the web

(Continued on Page 14)

Asks Hour-Delay In Race Broadcasting

Washington Bureau of RADIO DAILY
Washington — Attorney-General Howard McGrath asked the Senate Interstate Commerce Committee yesterday for legislation to force a one-hour delay in regularly scheduled broadcasts of horse races. Special events, presumably such things as network broadcasts of the Ken-

(Continued on Page 14)

AER Radio Script Contest Draws 1,000 Manuscripts

Received for final judging in the spring, 1950 Annual Radio Script Contest of the Association for Education by Radio, are 403 entries, selected from 1000 original scripts sent to the Univ. of Oklahoma by students from 26 states. Cash prizes

(Continued on Page 7)

Is It Negligence, Reticence Or Modesty?

Chicago—The public relations staffers of NAB have a perplexing situation. Chicago dailies, the news rooms of radio stations and the networks have been receiving the daily press releases on convention proceedings. The newspapers have given token coverage but the radio stations have carried very little on the convention.

Now, the public relations staffs want to know: How can the industry succeed in getting a good overall publications job when the radio newsmen treat the industry deliberations lightly? Maybe radio doesn't believe in letting the listeners know that there is a serious side to broadcasting business, one NAB executive opined.

Crisler Newly Elected CBS To Air Dodgers Transit Radio Chief On 'Selected' Web

Chicago—Richard Crisler, executive vice-president of Transit Radio, was elected president of the company at a meeting of the board of directors held at the Stevens Hotel during the NAB session this week. He succeeds C. L. Thomas, who resigned to devote more time to the administration of KXOK and KXOK-FM in St. Louis, of which he

(Continued on Page 6)

The regular season home games of a single major league baseball club will be made available for coverage by a major radio network for the first time when the Post Cereals Division of General Foods Corp., beginning Saturday, April 22, will sponsor the coverage of all Saturday afternoon home games of the

(Continued on Page 7)

Doris Murphy AWB Chairman Of 10th Dist.

Doris M. Murphy, Continuity Director of KMA, Shenandoah, Iowa, and Women's Program Director of KMA and KMTV, Omaha, Neb., has been elected chairman of District 10 (Iowa, Neb., Mo.) of the AWB. She succeeds Anne Hayes of KCMO, Kansas City, Mo.

Mutual-Don Lee To Drop Four Radio Stations

To be deleted from the Mutual-Don Lee Network on July 3 are the four stations of the Aloha Network, comprising KHON, Honolulu; KIPA, Hilo; KTOH, Lihue; and KMVI, Wailuku, according to an announcement by Patrick W. Campbell, prexy in charge of station relations. Join-

(Continued on Page 6)

Chairman Of FCC Says TV Draws New Revenue

By FRANK BURKE
Editor, RADIO DAILY

Chicago — Citing survey figures to show that TV has not made significant impact on AM revenues, Wayne Coy, chairman of the FCC, in an address before the NAB convention yesterday declared

(Continued on Page 21)

Labor, Industry Must Cooperate—Thomas

Chicago—Unions operating in the radio, TV field must realize in 1950 the industry will be experiencing a titanic struggle for existence and should therefore qualify their demand accordingly, C. L. Thomas, general manager of KXOX and KXOX-FM, told the Labor Man-

(Continued on Page 11)

Nichols New Comptroller For Broadcast Music, Inc.

Al D. Nichols was elected comptroller of Broadcast Music, Inc., at the regular quarterly meeting of the BMI board of directors, it was announced yesterday. Nichols, who has been with BMI for the past year, was formerly comptroller for ABC and previously had been associated with major networks in finance posts.

ABC Shifts Stations Dept. In Radio-TV Operations

ABC yesterday announced a re-alignment of the network's stations department under which radio and TV duties will be separated effective May 1st. The announcement was made by Ernest Lee Jahncke, Jr., Vice President in Charge of Stations.

James H. Connolly has been named to the post of Director of Radio Stations and Otto Brandt will become Director of TV Stations.

In announcing the separation of

radio and TV, Jahncke said: "This reorganization which was announced to and warmly received by the members of the ABC Stations Planning and Advisory Committee was brought about by the heavy increase in the everyday activities of the stations department. Under this new set up we feel that the department will be provided with additional strength and increased efficiency in serving both AM and TV affiliates."

Some Fan!

Some people would walk a mile for a Camel, but one baseball fan in Alaska was willing to walk twenty-five miles on snow shoes through mountain passes in order to mail a letter to Ed Stevens of KENI in Anchorage voicing his approval of broadcasts of the games. The sportscaster asked the opinion of his programs.

Reverse Action

Ed Kobak's suggestion to the convention the other day that headquarters should be moved from Washington to New York seems to be bringing reverse action from the NAB board. While it has not been officially announced the next NAB national convention will be held in Washington in 1951, that is if too much opposition does not arise.

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FINANCIAL

(April 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 1/4	12 3/8	12 7/8	- 3/8
Admiral Corp.	38 1/2	37	37	- 1 1/2
Am. Tel. & Tel.	156 1/4	156	156	+ 1/4
CBS A	38 1/2	37	38	+ 1 1/4
CBS B	38	36 5/8	37 5/8	+ 1 1/8
Philco	51 7/8	50 1/8	50 1/8	- 1 1/4
Philco pfd.	93	92	92	- 1/2
RCA Common	23 1/4	22 1/4	22 1/2	+ 1/4
RCA 1st pfd.	79 1/2	79 1/4	79 1/2	...
Stewart-Warner	17 7/8	17 1/4	17 1/4	- 1/2
Westinghouse	35	34 1/8	34 3/4	+ 5/8
Westinghouse pfd.	103 3/4	103 5/8	103 3/4	+ 1/8
Zenith Radio	68	66 1/4	66 1/4	- 1 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22 1/4	22	22 1/8	- 1/8
Not. Union Radio	5 3/4	5 1/4	5 3/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	25 3/4	26 3/4
Stromberg-Carlson	17	18 1/2

Katt Named Promotion Manager for WGL

Fort Wayne, Ind.—Richard M. Katt, formerly Promotion Manager of *The Journal Gazette* has been named Promotion Manager of WGL, according to an announcement by Capt. Pierre Boucheron, general manager of the station.

MODERN RECORDING STUDIOS

55 West Wacker Drive, Chicago, Ill.

Personal Records Copied

Auditions — Transcriptions
Hammond Organ — Professional Students

★ COMING AND GOING ★

LEON LEVINE, director of discussion programs at CBS, left last Saturday by plane on a trip to Rome, Paris and London. He'll arrange for a series of discussion programs for the Summer.

HARRISON DUNCAN, owner of WHIT, New Bern, N. C., is in New York for conferences at the headquarters of the American network.

HAROLD STEIN, photographer of radio's greats and near-greats, is in Chester, N. Y., trying his piscatorial skill—and luck—in the waters of Glenmere Lake. He and MRS. STEIN are staying at the Glenmere Country Club.

FRANK McLATCHY, sales manager of KSL, Salt Lake City, is huddling with CBS and Radio Sales officials. En route to New York on his three-week trip he stopped over in Chicago and Detroit. He'll return to the Coast in a few days.

ED LOWE, president of WNEC, Macon, Ga., an affiliate of ABC, is in town on station and network business.

EDMUND CHESTER, director of CBS news, has returned from a short business trip to Washington, D. C.

ED BLISS, news supervisor at CBS, accompanied by MRS. BLISS, is vacationing in Paris.

JOHN JEFFERSON, Columbia network news staffer, is back at his desk following a three-week vacation in Argentina.

HARRY WISMER, American network sportscaster, arrived in New York Saturday and broadcast his program of that day from Radio City. He had been to Augusta, Ga., reporting the Masters Golf Tournament.

BOB HAWK, featured on CBS, and his bride, the former Mary Rechner, are aboard the S. S. Caronia on the first leg of a five-week honeymoon in Europe.

HARRY L. GOLDMAN, general manager of WROW, Albany, Ga., a visitor at the New York office of ABC, with which the station is affiliated.

E. R. DALTON is in town. He's the general manager of WAMS, American network outlet in Wilmington, Del.

BARRY BERNARD, director of NBC's Chevrolet Tele Theater, will leave on April 28 for a two-week vacation on the West Coast, where he'll combine business with pleasure, conferring with video bigwigs.

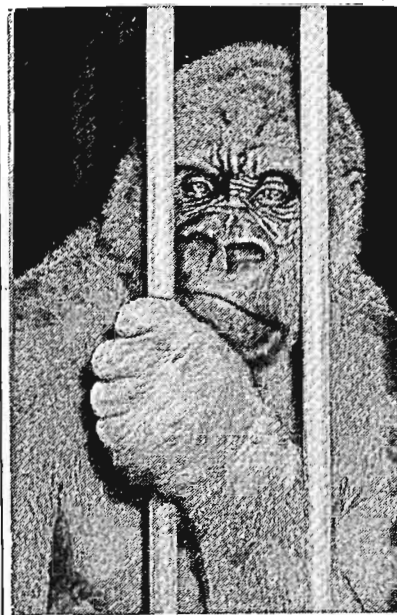
WELLS CHURCH, editor in chief of CBS news, has returned from a three-week fishing trip in Florida.

Godfrey Renewed

Liggett & Myers Company for Chesterfield Cigarettes has renewed its sponsorship of the 11:00 to 11:30 a.m. segment of the CBS Arthur Godfrey show, Monday through Friday, for another 52 weeks beginning May 29. The Godfrey show is presented across the board from 10:15 to 11:30 a.m.

20 Years At WBBM

With his radio career dating back to crystal-set days, Harold Neumiller, music librarian at WBBM, Chicago, has begun his 20th year with that station. Previously, he as a staff pianist and accompanied a broad galaxy of stars in their early days, including an affiliation with Fibber McGee & Molly.



Wrong station

In our own White Collar Zoo we use this as a portrait of the timebuyer who bought the wrong station in Baltimore. Pretty unhappy about the whole thing. He should have bought W-I-T-H, of course—the BIG independent with the BIG audience.

W-I-T-H is the station that delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!



WITH


Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Pgh.

That's the *short* way to spell Pittsburgh, but one of the best ways to reach the Pittsburgh market-area is the *LONG* way... via **Paul Long and the News**, on KDKA at 6:05-6:15 PM, Tuesday-Thursday-Saturday. Paul Long recently offered a special booklet for 25c. Results, after one announcement only: more than 2,650 orders... another instance of how little it costs (only 9c per family, in this case!) to sell *customers* in the tri-state area covered by KDKA's 50,000-watt signal. For details, check KDKA or Free & Peters.

PITTSBURGH **KDKA**
50,000 WATTS
NBC AFFILIATE

 WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

STRIKE IT RICH IN '50

OVER 100 ORDERS IN LESS THAN 3 WEEKS

STATIONS HIT THE "SPOT" JACK POT.

You Get 4 Top Programs at a Cost of Only 2

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

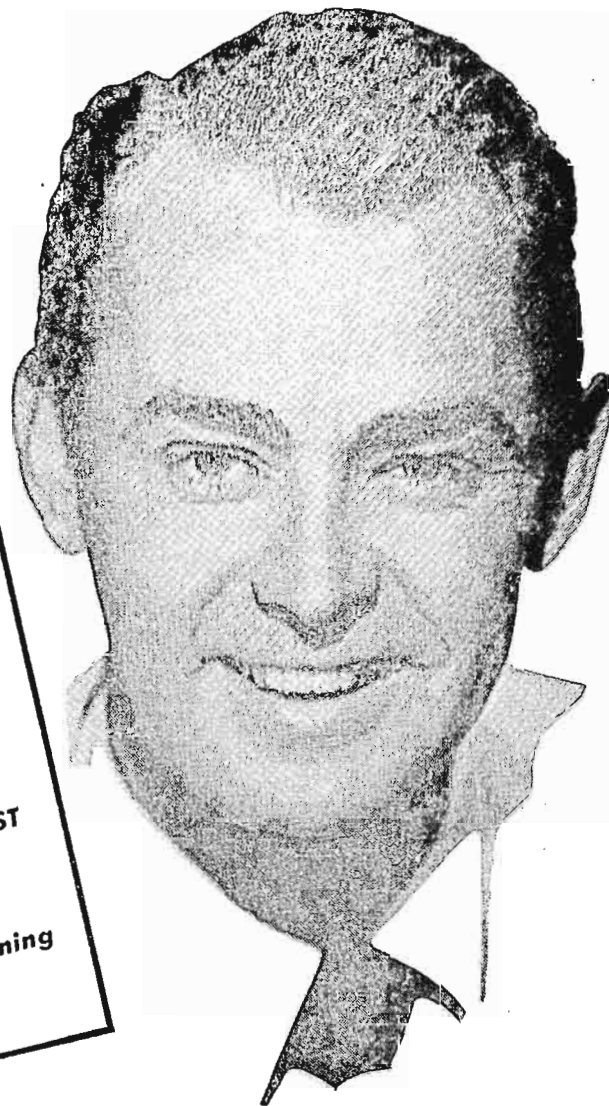
DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

THE UNEXPECTED STAR-STUDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

YOU BUY THESE

YOU GET THESE AS A BONUS



Prices Like These:

Population

UP to 25,000	\$15.00 for both Ladd & Runyon
25,000 to 50,000	22.50 for both Ladd & Runyon
50,000 to 75,000	25.00 for both Ladd & Runyon
75,000 to 100,000	27.50 for both Ladd & Runyon
100,000 to 150,000	30.00 for both Ladd & Runyon
150,000 to 200,000	35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free ...

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus 25% Discount ...

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

NETWORK CALIBRE Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

WMOU, — BERLIN, N. H.
Took Our Package Offer
Used SPOT ANNOUNCEMENTS
Turned \$780.00 into \$2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here's how it was done:

39 The Unexpected—2 Announcements
52 Ladd Shows—3 Announcements ea.
52 Runyon Shows—3 Announcements ea.
89 Behind the Scenes—2 Spots each
568 Spot Announcements @ \$4.50 ea.
(WMOU 312 time rate) . . . \$2556.00
Cost of Special Package
in WMOU Market \$ 780.00
PROFIT . . . \$1776.00

WRITE OR WIRE TO GET THIS RADIO BARGAIN FOR YOUR MARKET

Mayfair TRANSCRIPTION CO. 8511 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

LOS ANGELES

By ALLEN KUSHNER

JOHN ARCHER will transcribe a series of 10 radio spot-announcements to plug George Pal's "Destination Moon," in which he plays the top role, with the recordings to be made this week.

Producer Larry C. Moore, has wound up the first of the 52 twenty-six-minute television films he will make on "Ding Howe" and "The Flying Tigers." First film, starring Richard Denning and Evelyn Ankers, is tagged "The Swinging Sword." Second, which goes before video cameras at Filmtone Studio in about 10 days is "The Tigers Fly Again." Parker W. Kimball and Moore are writing the scripts. Denning and Miss Ankers will star in the entire series, and Les Goodwins will direct all 52 films.

Penny Singleton has signed an exclusive radio and television contract with NBC for her package comedy show, "Penny," with Robert Soderberg as director and writer. Featured with Penny will be Jim Backus and Ed Begley. She has been off the air for a year. She starred in the "Blondie" show for ten years, and recently returned from extensive personal appearances in the East and Mid-West.

Ed Wynn, comedy star of CBS-TV's "Ed Wynn Show," has written words and music of 82 songs. When he wrote the book, lyrics and music for some of his Broadway shows, it made him manager-producer-owner-actor-composer-author-lyricist. Another fellow sold the tickets.

John Greene, who writes radio's "Blondie," is preparing a script for an air show starring Jack Benny's Rochester which will be auditioned by CBS within two weeks.

Dick Wesson, who recently starred in his own television show over KECA, opens at Charley Foy's nightclub April 27.

WTDS-FM Schedules Evening Operation

Toledo, O.—WTDS-FM, the Toledo Board of Education's station, on Friday at 7 p.m., April 21, will inaugurate its first regularly scheduled evening broadcast, when it begins a series of full-length recorded versions of great plays, obtained through an arrangement with the British Broadcasting Corp. Hitherto the FM station broadcast Monday through Fridays during school hours only, airing educational programs for use in local schools, and providing a medium for training high school students in radio writing and production. Harry Lamb, director of radio education for the Toledo Board of Education, said the recorded plays originally were produced for one of the BBC's top program series, and several members of the casts were drawn from the famous "Old Vic company."



By SID WHITE

Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: Andy Devine, who has made a fortune with his gravel-Gertie voice on the screen, was turned down for a comedy role on a cigaret-sponsored radio show because he sounds as if he suffers from throat-irritation. . . . WNEW reported looking for a top sportscaster. . . . Vic McLeod has been relieved of his duties as producer of the Chevrolet Tele-Theater in order to take over the production on the new Anchor-Hocking across-the-board nitely TV variety show. . . . Les Tremayne has one of the four featured leads on Philco Playhouse this Sunday. . . . Don Dunphy and Joe Murphy have the agencies interested in a brand new idea they've got for a radio sports series. . . . Monica Lewis, recently voted as one of the top 3 singers in the land, packing the Mocambo nitely on the coast. . . . Lester Lewis' "H'wood Screen Test" celebrating its 2nd ann'y on ABC-TV with the proud record of having send 12 kids off to screen contracts. . . . A TV producer, who's well known for his midnite-to-dawn script conferences, asked Arnie Rosen's opinion of a show idea. "It's great," Arnie told him. "Now all you need is a couple of writers with insomnia."

☆ ☆ ☆ ☆

Memo: Must Irving Cahn go ahn and ahn?

When will his couplets cease?

(You've poet's license, but, Irving, I sense
You're straining at the leasel)

. . . .Art Franklin

☆ ☆ ☆ ☆

● ● ● ONCE OVER LIGHTLY: Those of you who caught Rudy Vallee on "Show of Shows" last week must've been agreeably surprised, to say the least, at Rudy's brand new jovial personality. Rudy has evidently traded in his old pomposity for a graciousness and humility that is positively refreshing. In fact, the 'new' Vallee is downright ingratiating. If this keeps up, who knows—television may have a brand new star on its hands. . . . "Saga," the new slick mag, being put out shortly by the MacFadden Publications, will feature a profile on press-agent Art Franklin, penned by Leonard Traube, called "The Fantastic Mr. Franklin." Lenny, who's a p.a. himself and oughta know, describes Franklin as "the dean of them all." Reader's Digest is said to be interested in reprinting. . . . Since Mari Yano'sky made her appearance as a talent scout on A. Godfrey's stanza a week or so ago, she's received a bid for a screen test—2 offers of marriage—an invite to speak before Women's Groups—and a TV show. In fact, about the only offer she didn't receive was one to publish her book ("No Man In The House") which she plugged on the show. . . . Coleman Jacoby's psychoanalyst is a little crazy. He has delusions of grandeur—thinks Coleman is gonna pay him.

☆ ☆ ☆ ☆

● ● ● Nancy Osgood, Washington's No. 1 femme gabber, is currently celebrating her 7th year on WRC down there. Joining the station in 1943 as a producer, a year and a half later she became Director of Women's Activities with a daily stanza which continues to be broadcast at 9:30 ayem. Thursday, Nancy starts a new television series for the Hecht Company.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Chas. (Bud) Barry, ABC veep. "I have just read your tribute to Phil Carlin and think it is one of the nicest things you have ever done. The next time you get around to writing about him, you might add that there are a couple of guys like myself who got their real start and training with Phil who feel exactly the same way you do."

SAN FRANCISCO

By NOEL CORBETT

WENDELL NILES is the featured artist on the integrated "Celebrity Commercials" during broadcasts of the San Francisco Seals baseball games on KSFO and KPIX-TV for the 1950 season. Regal Amber Brewing Company is sponsor and deal was set between Keith Kerby and Alfred Ducato of the Abbott Kimball agency.

Lamont L. "Tommy" Thompson has been appointed by Ed Buckalew, local manager of CBS radio sales, to be the first radio sales rep in the Bay Area to concentrate exclusively on TV spot sales in the Bay Area. Thompson comes from KCBS and KJBS Sales. He will represent WCBS-TV, New York; WCAU-TV, Philadelphia; WBTV, Charlotte, South Carolina; WAFM, Birmingham, Ala.; KSL-TV, Salt Lake City and KTTV, Los Angeles.

KRON-TV has signed live announcements for Mary Ellen Distributors (Jams and Jellies). Frederick Seid is the agency. Announcements are on "Your Home" Wednesdays and Fridays.

Grant Holcomb, director of News for KCBS, was elected chairman of the California Associated Press Radio Assn., during a statewide meeting here last week.

Joan Tranganud, 19-year-old KNBC mail clerk, has won a spot on the chorus of the Los Angeles and San Francisco Light Opera Company. Joan is one of three who won in an audition last month in which two hundred competed. So she quits the mail clerk job as of now and goes into rehearsal.

Ellis Brooks Motors, Hudson dealers here, have signed to sponsor a series of Western Films over KGO-TV, according to Vincent Francis, KGO sales manager. Contract was signed through Bill Vernor Ad Agency, with Gil Freeman, station rep. Bob Steele and Buster Crabbe are stars of these western, especially made for video.

Sandy Spillman and his KPIX mind-reading act which debuted last week, proved TV is the medium on which to sell safes. Morning after the first telecast Lok-Tite Safe Company almost sold out all their safes. Seven people were waiting when the place opened. One following order was for 75 safes and another for 100 safes.

Crosby's Guest Shots

Bing Crosby is being aired on five radio programs via transcription which he made before sailing for Europe. The shows were transcribed as part of Paramount's publicity for Bing's latest show, "Riding High." Airing Bing's platters are: Bett Crocker (ABC), Radie Harris (Mutual, Wayne Howell (NBC), the Martin Block syndicated disc jockey show, and "This Week in New York"—an ABC Eastern split-network show.

for Sheer ENTERTAINMENT!

The magnificent film, TAWNY
PIBIT — "Movie magic . . . a
wonderful work . . . Seldom
does such charm and humor
reach the screen." New York
Times, Sept. 8, 1947.

*. . . match these feature pictures
against any series in television!*

ALL CURRENT PICTURES — All produced after 1944
— more than half in '48 and '49.

FIRST RUN IN AMERICA — Less than a quarter of the
75 pictures have been shown theatrically in the U. S.

TOP PRODUCTION VALUES — Class A budgets —
\$750,000 and over.

WORLD KNOWN STARS — Lawrence Olivier, Beatrice
Lillie, James Mason, Wendy Hiller, Sir Cedric Hard-
wicke, Lilli Palmer.

ALSO

James Mason in A PLACE OF ONE'S OWN — "Full of
atmosphere . . . exciting." New York Times, Feb. 8, 1949.

Sir Cedric Hardwicke in NICHOLAS NICKELBY — "Faith-
ful characterization . . . introduces an entertaining
gallery of new Dickens characters to the screen." New
York Times, Dec. 1, 1947.

EASY MONEY — ". . . continuously diverting film fare
. . ." New York Times, Feb. 14, 1949.

Richard Greene in DON'T TAKE
IT TO HEART — "A delightful
comedy fantasy that takes
hold of one's heart." New York
Times, Dec. 25, 1948.

Noel Coward's THIS HAPPY
BREED — ". . . gratifying
entertainment for those who
put their faith in the human
heart." New York Times,
April 14, 1947.

Sir Ralph Richardson in
SILVER FLEET — "Credit the
British film makers with
another deft melodrama."
New York Times,
March 24, 1945.

THE WOMAN IN THE HALL —
". . . highly palatable . . ."
New York Times, Jan. 24, 1947.

A CANTERBURY TALE with
Eric Portman — ". . . simple,
direct, unaffected,
charming . . ."
New York Times,
Jan. 24, 1949.

Wendy Hiller in I KNOW
WHERE I'M GOING — "The
most satisfying screen romance
of many a season . . . a treat
for moviegoers." New York
Times, Aug. 20, 1947.

List of the full 75 pictures, with stars, summaries,
and per market prices upon request.

STANDARD
TELEVISION
1501 Broadway
New York 18, N. Y.
Longacre 4-8234

TELE-QUE

Television Rating

For The

NATION'S 2nd

TELEVISION MARKET

LOS ANGELES

TELE-QUE GIVES

THE MOST ACCURATE

AUDIENCE ANALYSIS

AVAILABLE

For Complete Data

Write:

Coffin, Cooper & Clay

1757½ N. Ivar Ave.

Hollywood 28, Calif.

WCBC Offers Protest On Clear Channels

An all-out fight against clear channel stations was started by WCBC in Anderson, Indiana, last week. The station's general manager, William Travis, in a letter to Robert E. Dunville of the Crosley Broadcasting Corporation charged that: "WLW and others like you have no business trying to dominate regional and local areas already adequately served by their own stations."

"As a matter of principal, we object strenuously to clear-channel domination of regional and local markets. We therefore view with disfavor," Travis continued, "what we consider to be continued incursions on the Indiana market by monopoly-minded operations such as yours. We view with alarm your misrepresentation to national time buyers about your comparative coverage in Indiana and demand that you cease your claims which tend to discredit the effectiveness of Indiana's regionals."

Travis said that his station would protest to the Indiana State Fair Board. "We regret that your origination of Indiana State Fair events has been unopposed by Indiana stations, but we earnestly contend that it is high time we acted as though this is 1950 not 1930."

Harris Named Program Chief

Wes Harris has been named Program Director of WINX, William A. Banks, general manager has announced. Mr. Harris succeeds Lynn Wilson who will devote full time to free lance radio and television work.

WKNA Gets Power Raise

Upon FCC authorization, station WKNA, ABC affiliate in Charleston, W. Va., has increased its power from 1000 watts to 5000 watts. Since the power increase, WKNA has also furthered its programming by scheduling a two-hour time slot for shows originating in their studios and beamed over the Personality Network, formed with WJLS, Beckley, W. Va. Both stations are owned and operated by Joe L. Smith, Jr., Inc.

If Your
RADIO AND TELEVISION
DRAMATIZATIONS NEED

MOOD MUSIC

Write for Complete
Catalog from

THOMAS J. VALENTINO, INC.

150 West 46th Street
New York 19, N. Y.

Crisler Newly Elected Transit Radio Chief

(Continued from Page 1)

is general manager. The board also named Edga Kobak, former MBS president, a member of the executive committee. Thomas will remain a director of Transit and will serve as chairman of the executive committee. Henry Walker of WGBF and WMLL in Evansville, Indiana, resigned as a director while all other officers and directors retained their positions.

In a report delivered at the meeting by Thomas and Crisler, a prediction was made that some 50 cities will be equipped with Transit by the end of the year. Contracts have now been signed with FM broadcasters in 23 cities, a gain of 18 in one year.

Frank E. Pellegrin, vice-president in charge of sales, reported to the session that the following new accounts had been signed: Whitehall Pharmaceutical Company for Freezon in Cincinnati and Houston starting May 1; Hudepol Beer in Huntington W. Va.; Pequot Mills, Inc. in Pittsburgh and St. Louis beginning May 1; Three Daughters Cosmetics in Omaha and Topeka; Helen Curtis shampoo in Cincinnati; and Universal-International in St. Louis, Cincinnati and Pittsburgh for new releases.

Mutual-Don Lee To Drop Four Radio Stations

(Continued from Page 1)

ing the web on July 4 are KPOA Honolulu, and KOLU, Hilo. Campbell stated additionally that the entire Don Lee Network will operate on Pacific Daylight Time, April 30 to Sept. 23, thus leaving the present program schedule unchanged.

AFL Union Lends Support To Transit Radio Service

"Transit radio on streetcars and busses accepted form of public service," according to the St. Louis, Missouri, AFL, International Brotherhood of Electrical Workers, Local No. 1, whose members have conducted a poll among those who ride the public vehicles.

"Most riders think the music restful after a hard day at the office or in the factory," say the union members. Furthermore, it is believed that the spot news and weather reports are frequently useful. As to advertising, they believe it to be less offensive than other commercials heard on established radio.

"The poll was prompted," said Frank W. Jacobs, business manager of Local No. 1, "by a sincere desire on the part of the union to obtain a real public opinion, since union members install and service transit radio and are employed by most of the nation's broadcasting stations."

CBS To Air Dodgers On 'Selected' Web

(Continued from Page 1)

Brooklyn Dodgers over a selected CBS radio network.

The announcement was made today following completion of final details by J. L. Van Volkenburg, CBS vice-president in charge of network sales.

Reportage of each Ebbetts Field Saturday afternoon game of the Dodgers may be taken by a CBS station in any city where it does not conflict with the territorial rights of another club as defined by baseball rules, Van Volkenburg said. The Dodgers games will not be available to WCBS, Columbia's New York station, but will continue to be heard in the metropolitan area over WMGM, New York.

Barber and Desmond Set

Red Barber, CBS Director of Sports and the "voice" of the Dodgers since 1939, and Connie Desmond will be the play-by-play broadcasters on the Saturday afternoon coverage which gets under way with the April 22 game against the New York Giants, air time, 2:30 PM, EST, and continues throughout the 12 Saturday home dates:

The remainder of the schedule of broadcasts follows:

May 13, Boston; May 20, Pittsburgh; June 17, St. Louis; June 24, Pittsburgh; July 8, Philadelphia; July 29, Chicago; August 5, Cincinnati; August 19, Boston; September 2, New York; September 16, St. Louis; September 30, Philadelphia.

Post Cereals, sponsors of the network coverage of Dodgers, also sponsors on an alternate basis, the local descriptions of the Brooklyn home schedule. Agency for the sponsor is Young & Rubicam, Inc.

WPFB Resumes Hill-Billy Programming After Fire

Hill-billy shows and the Saturday night Jamboree sponsored by station WPFB, Middletown, Ohio, that met their death when the station's "barn" burned some months ago, will be resumed next month, according to station owner Paul F. Braden. The comeback will be managed via a tent seating eight-hundred erected on the site of the old "barn." The new move has sounded a nostalgic note among Jamboree fans who remembered the broadcast site as being over a century-old barn.

Name Lipscomb President Of Lever's Pepsodent Div.

Charles T. Lipscomb, Jr., was yesterday named president of the Pepsodent Division of Lever Brothers, it was announced at Lever's New York headquarters. Lipscomb comes to Pepsodent from McKesson and Robbins, with whom he has been associated since 1942, most recently as vice-pee and general sales manager of the drug division.

Prior to joining McKesson and Robbins, Lipscomb was with the Coca Cola and Vick Chemical companies in sales capacities.

AER Radio Script Contest Draws 1,000 Manuscripts

(Continued from Page 1)

await the winners in May. Sponsors of the contest, who have contributed toward expenses and supplying awards for the winners are: Audio Devices, Inc., Protestant Radio Commission, School Broadcast Conference, Webster Electric Co., World Book Encyclopedia, Radio Station WJJD, and Freed-Eiseman Radio Corp. The contest is under the direction of Dr. Sherman P. Lawton, of the University faculty.

Majestic Radio Of Bklyn. Is Not Suing Fairchild Co.

The Majestic Radio and Television Corporation, of Brooklyn, N. Y., is not to be confused with the now defunct Majestic firm which is currently suing the Fairchild Engine and Airplane Corporation, according to a statement issued yesterday by Leonard Ashbach, president of the Brooklyn firm.

Ashbach says that his company purchased the Majestic trade name, trade marks, patents and dies and good will last January. The defunct firm, he said, is suing Fairchild because the airplane manufacturer did not deliver radio cabinets to the original Majestic company, thus helping bring about its demise.



He Supplies the Tools For a Good Selling Job

... and he knows how to use them, whether he's building an audience for his sponsors or hitting the news on the head for his listeners. Says Mr. Walter S. Conway of the Idaho Concrete Pipe Co., Inc., to Station KFXD, both of Nampa, Idaho:

"More and more in the passing weeks, we can truthfully state without reservation that the good will brought to us is constantly mounting through Mr. Lewis' nightly report of 'The News As It Looks From Here'.

"The prestige coming from such sponsorship is contributing materially to the value of our advertising message."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department. **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

IN THE EAST IT'S
RUBY EDITORIAL
SERVICE, INC.

*Complete Film Editorial Facilities
for Motion Picture & Television
Production*

SOUNDPROOF AIR-CONDITIONED
PRIVATE EDITING ROOMS
MODERN EQUIPMENT FOR

EVERY TECHNICAL REQUIREMENT
35 & 16mm

RENTALS BY DAY, WEEK OR
MONTH

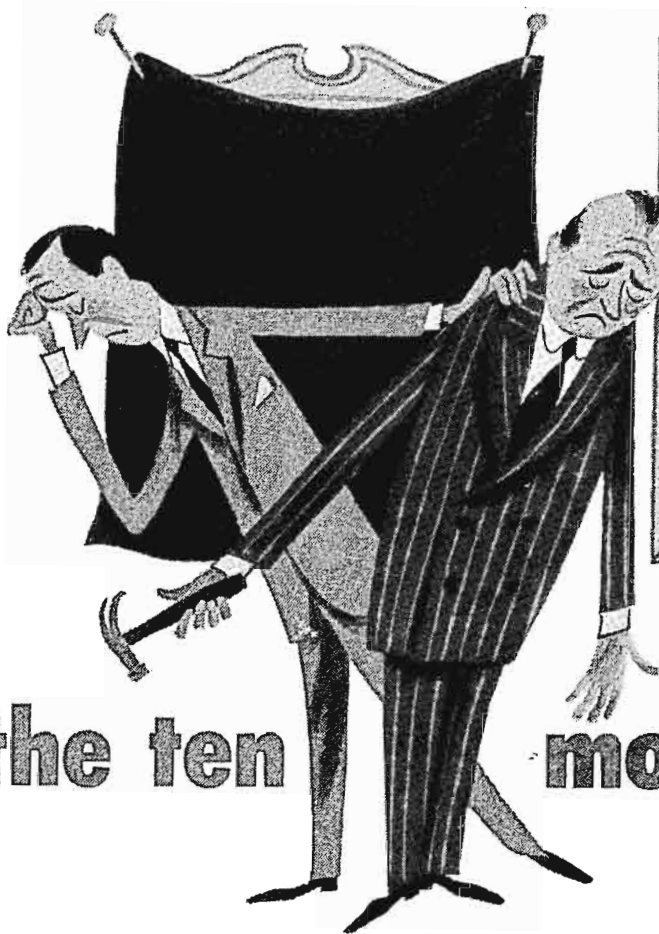
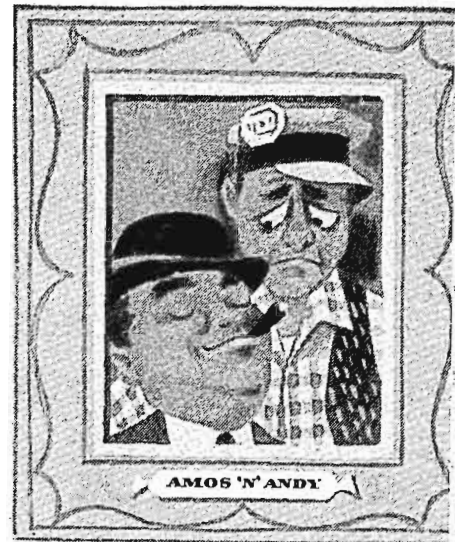
ALL NEW MOVIOLA EQUIPMENT

729—7th Ave., N. Y. 19, N. Y.
Tel.: Circle 5-5640

**\$150. FOR 1 MINUTE
TV FILM COMMERCIAL**

**TV ADVERTISING
FILM FOR LOW
BUDGET ACCOUNTS**

FILMACK
1327 S. Wabash Ave., Chicago 5, Ill.

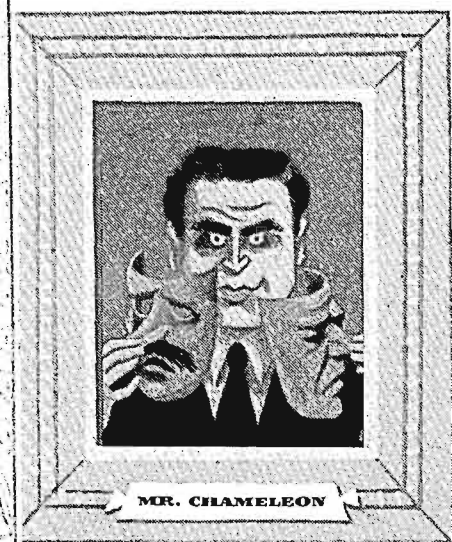


One of the ten most popular

We tried, all right, but that's the best we could do—this time. Sometimes we get 10 out of 10—sometimes maybe it's only 8...that's the way it goes. (And the way it's *been* going right through 1950—which, being *this* year, is the only year most people are interested in.

BUT THE AUDIENCE DOESN'T COMPLAIN...in fact, CBS programs have the largest average audiences in all radio—32% higher nighttime, 29% higher daytime—than the second-place network.

This



programs is not on CBS

AND THE STATIONS LIKE IT ALL RIGHT...because CBS stations are listened to more than those of any other network—27% more than the second-place network—and CBS is the *only* network to show a listening *increase* over 1949.

AND THE ADVERTISERS DON'T MIND...because they're investing more on CBS in 1950 than they did in 1949—and they're investing more on CBS in 1950 than they are on any other network.

The Columbia Broadcasting System in 1950



Source: latest available
Nielsen Radio Index data

PROMOTION

New Merchandising Service

A new program merchandising service has been given the green light by Associated Program Service in an effort to assist its subscribers in boosting local sales. Predicted to be a boon in all aspects of sales and promotion of Associated's programs of canned copy with selected recordings, the new plan provides three features: (1) "show sellers"—a 12-page sales presentation of the programs; (2) "show promoters"—compiled of ad mats, layouts for car-cards and window and counter cards, penny mailers, newspaper releases, and teaser spots; and (3) a "program manual"—containing background material on Associated artists and music they perform, along with profit-building sales hints. Due to the increase in subscribers the past year, Associated has undertaken this as an additional part of its regular service to subscribers without additional charges.

To build and operate the new merchandising service, Associated has undergone a considerable shift of personnel. Clifford E. Greenland, former commercial manager, has been appointed an account exec in the station relations dept. William H. Houghton, previously a staff assistant, has been elevated to an asst service manager.

BEST WISHES EDDIE HUBBARD

Five Years With
Chesterfield ABC Club
WIND Chicago

Finest

T.V. Spot Commercials

ANIMATION HOUSE, INC.

Edwin Rehberg

On the Air . . . Currently

Ronson • Viceroy
Philco • Lee Hats
Wonder Bread • Kools
Palmolive

535 Main St., New Rochelle, N.Y.
N. R. 2-8184

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Among the many clever promotional gimmicks distributed by exhibitors on the "Magical Fifth" floor, none has aroused more comment than the "valero," a Mexican toy which requires lots of patience and co-ordination. The idea is to put the peg in the hole. . . . It's supposed to be the greatest innovation since the yo-yo. . . . Lang-Worth is distributing an unbreakable 33 1/3 record featuring "Laura," "Ma' Curly-Headed Babby," "Dark Eyes Fantasy," and "Comedian's Gallop." . . . SESAC is providing its visitors with a carboard copy of "Mister Muggins Rabbit," their new animal star, plus a real candy sucker for the kids.

☆ ☆ ☆ ☆

● ● ● The SESAC stable, thoroughbreds all, includes K. A. Jadassohn, Robert Stone, Alice Heinecke, Louis Tappe, Ralph Baruch, George Johnston, and Ken Parker. . . . Robert Johnson, engineer at WILL, University of Illinois, Urbana, a very interested visitor to the technical conferences. . . . Among the many Magical Fifth floor guests was Bob Zellens of John Shaw Advertising, Chicago, who is inspecting the transcription exhibits. . . . Herb Bailey, free-lance Colliers writer and radio-TV package producer in Chicago, moseying around in every nook and corner looking for a big-magazine angle on the convention.

☆ ☆ ☆ ☆

● ● ● BMI lined up the stellar talent for the big banquet Tuesday night. . . . The production was under the able supervision of BMI Prexy Carl Haverlin and the William Morris office. . . . Irv Mattaway of Radio-TV publicity is all "lit up" on the Magical Fifth—with his multi-colored promotional signs. . . . One of the most efficient and unruffled of all the beautiful young NAB staff members is Gloria Sater, omniscient secretary to Bob Richards, the public relations chief. . . . If you build a better mousetrap, the whole world will beat a path to your door, and if you build a better model and have her pass out keys to your exhibit room, the whole convention will beat a path to your suite. . . . Just ask Thesaurus Transcriptions and Ben Rosner if you don't believe in the efficacy of cheese cake.

☆ ☆ ☆ ☆

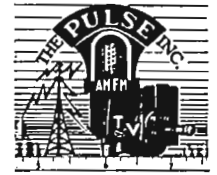
● ● ● Mt. Pleasant, Michigan, is being ably represented by Bob Meskill, manager of WCEN. . . . WEND's Connie Kimble, head of sales promotion, carefully making notes on the indee sessions. . . . Naylor Rogers of Keystone Broadcasting, got a big kick out of Ed Kobak's sparkling address to the indee stations. . . . DuMont is proudly displaying its new Holmes projector which can be used to run either kinescope or film. NBC in New York already has three and 14 more for other big TV stations are now on order. . . . The new machine was first demonstrated at the IRE conclave in New York early in March, the NAB is its second unveiling, and the Chicago meeting of the Society of Motion Picture Engineers late this month will mark its third display.

☆ ☆ ☆ ☆

● ● ● Many of the broadcasters dropped over to the AFRA Antics at the Sherman Hotel Saturday night and saw a clever but caustic satire on advertising agencies, sponsors, and program directors. Written by Marv David and produced and directed by Roy Winsor, "The Average Shmo," employed most of the top talent in Chicago radio. Especially outstanding were Studs Terkel as the bus driver, Charles Flynn as Shakespeare, Corwin Cook, the writer; Norman Gottschalk, Mike Wallace, and the AFRA chorus under the direction of Jack Halloran. . . . One of the best skits was a takeoff on the witches scene in "Mac-Beth." . . . AFRA's witches brewed singing commercials.

☆ ☆ ☆ ☆

● ● ● The U of Illinois at Navy Pier in Chicago is giving demonstrations of teaching by television Wednesday and Thursday. . . . Professors with drawing boards and models will instruct in engineering drawing before the cameras. . . . It will be a closed circuit performance but the public is invited to attend.



YOU DON'T NEED \$1,000,000
TO DO RADIO RESEARCH

SPONSOR IDENTIFICATION

It is often desirable to know more about a program than the rating. Sponsor identification is a concise method for approximating the effectiveness of the program commercials. Remembrance of a trade name by the listener several hours after the broadcast of the program is an excellent measure of the penetration of the sales message.

Pulse interviewers have elicited such information from listeners by means of one additional question during the course of the personal interview. Results have varied widely for different products and different programs.

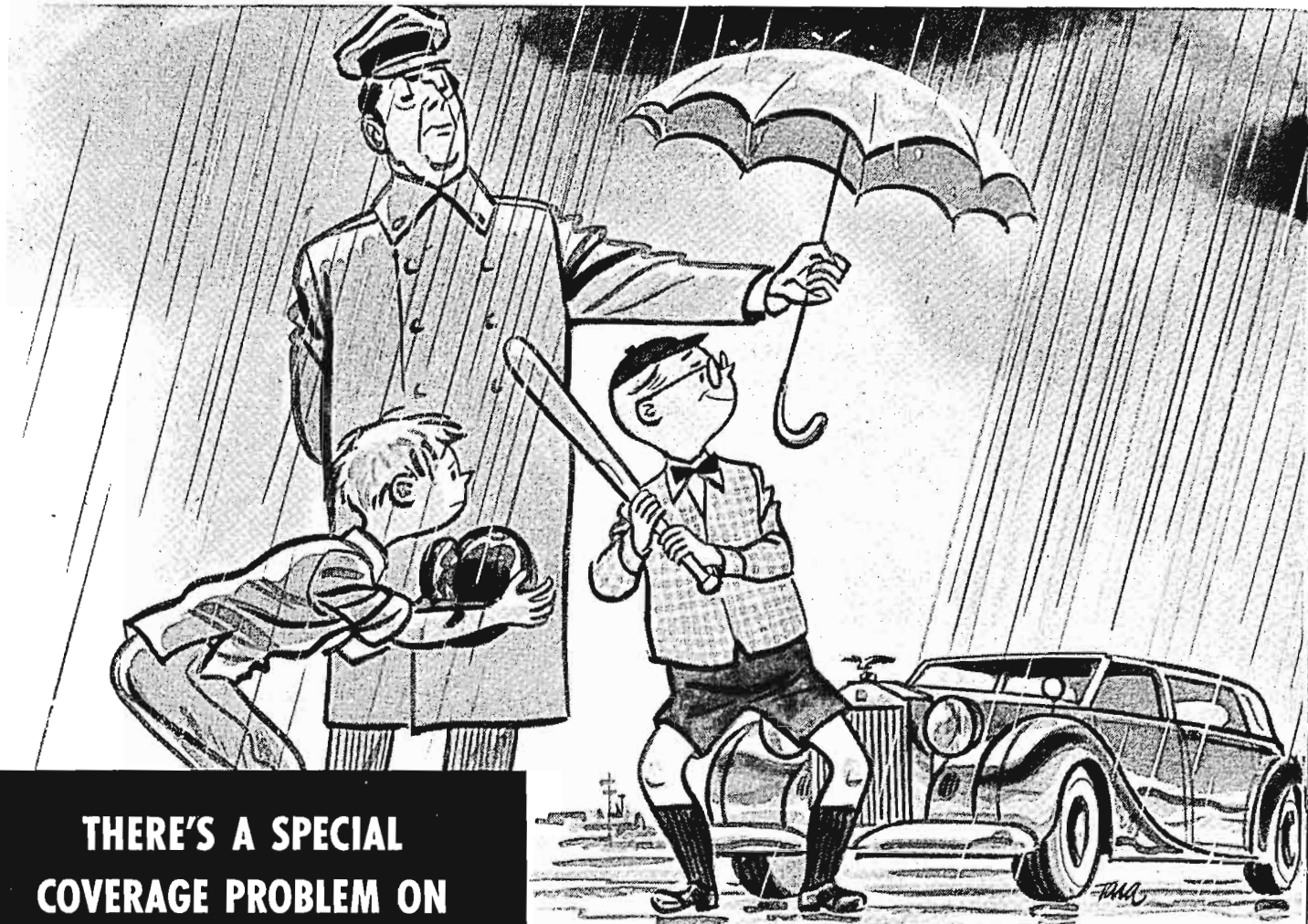
For example, a high rated cigarette program had a sponsor identification rating of 65%, whereas, a high rated dentifrice program rated only 42%.

This kind of analysis is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in May 17 for another example of Pulse research—reasonably priced for its clients.

THE PULSE INCORPORATED

15 West 46th Street
New York 19, N. Y.



**THERE'S A SPECIAL
COVERAGE PROBLEM ON
THE PACIFIC COAST, TOO!**

WE HAVE A SPECIAL PROBLEM out here on the West Coast because we're different—geographically and geologically. The Pacific Coast is a big area. It's broken up by mountains as high as 14,495 feet, and the marketing areas are far apart.

The great distances between markets, the mountains, the low ground conductivity—all make long-range broadcasting impractical. Yet Don Lee is the only network out here that does not rely on long-range broadcasting. Only Don Lee is especially designed for the Pacific Coast.

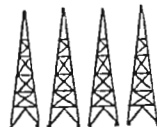
Only Don Lee offers a radio umbrella for each of 45 local markets—a local network outlet of the proper size to completely cover that market for the least possible amount of money.

Equally important, with Don Lee—and only with Don Lee—you can get radio coverage to meet specialized distribution requirements. You buy all *or part* of Don Lee's 45 stations to get coverage of all *or part* of 45 local marketing areas—with no waste.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by JOHN BLAIR & COMPANY*

Of 45 Major Pacific Coast Cities

ONLY 10
have stations
of all 4
networks



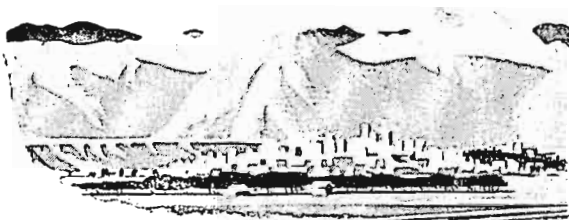
3
have Don Lee
and 2 other
network stations

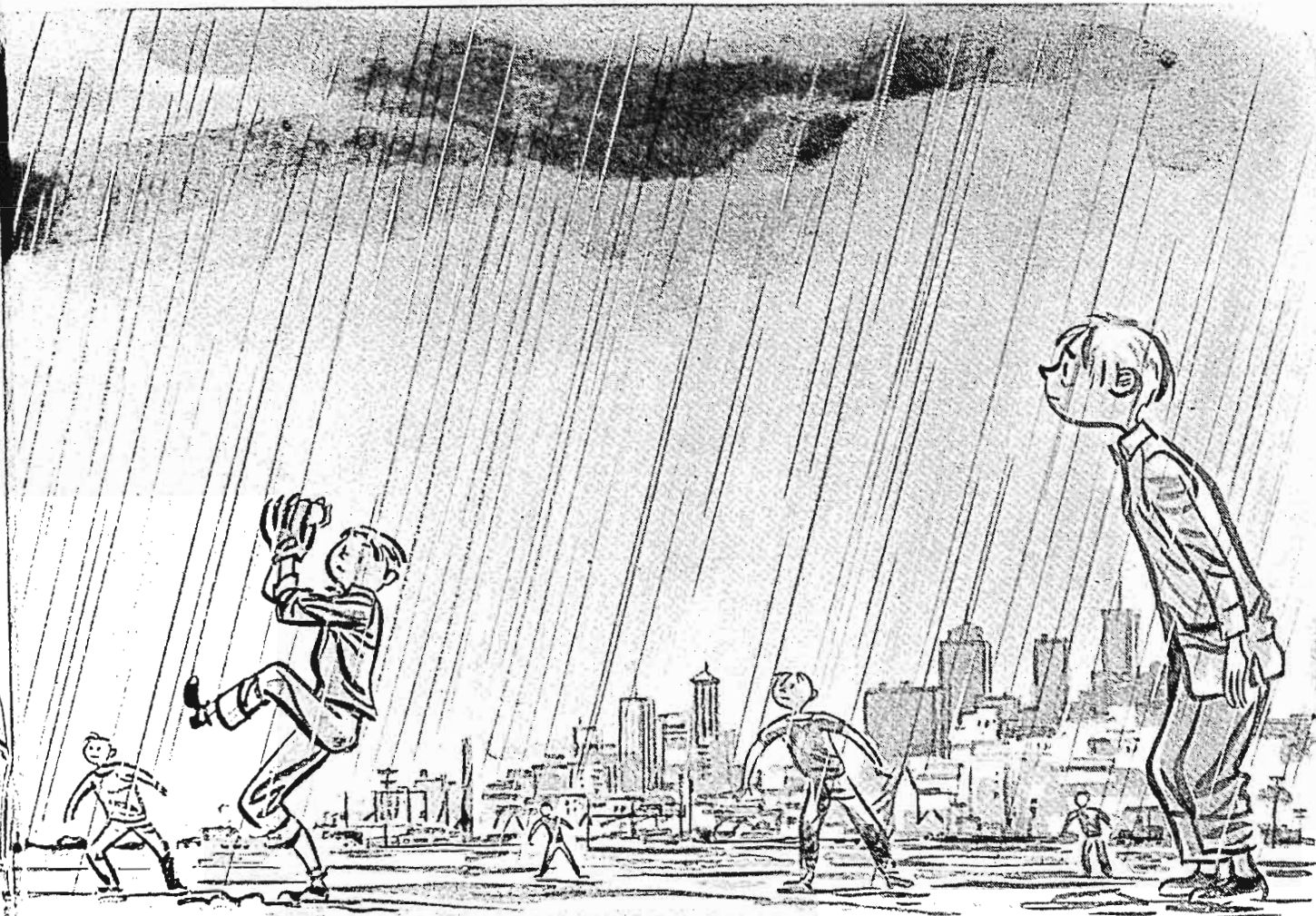


8
have Don Lee
and 1 other
network station



24
have Don Lee
and **NO** other
network station





On the Pacific Coast, about 14 million people spend 15½ billion dollars per year. Only Don Lee sells them where they live. And Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If you're selling Pacific Coast consumers (whether you're selling all or some), remember our specialized coverage. Use the *only* radio network especially designed for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KPUG—BELLINGHAM, WASHINGTON

The City of Bellingham has a population of 34,000. Whatcom County's population is 65,800. Annual retail sales in Whatcom County are over 63 million dollars. You can depend on the 1000 watts of KPUG to reach the potential buyers where they live—where they spend this money. By utilizing 45 such strategically located stations, the Don Lee network puts you in close contact with 99.8% of total Pacific Coast consumers.

The Nation's Greatest Regional Network



Asks Hour-Delay In Race Broadcasting

(Continued from Page 1)

tucky Derby and other major races, would not be affected by the measure.

The legislation is proposed as part of an overall Federal approach to battle with organized gambling and crime. So far as broadcasting and TV are concerned, McGrath said only horse-racing would be affected. "The limitation is that any gambling information relating to horse-racing, which is broadcast as part of a regularly scheduled series of broadcasts of horse races, shall not be broadcast prior to the start of a race on the day it is to be run, or during the one-hour period following the finish of the race (or before start of the next race, whichever period is longer).

Immediacy Important

"He said the reason for the brief time lag is obvious. I called attention earlier to the fact that in horse race gambling activities the rapid and continuous flow of gambling information immediately prior to, during, and following each race in a card of races is apparently essential. In the case of the dissemination of this same information for printed news publication, the time lag occurring between receipt of the news and the printing of the news is sufficient, in our view, to insure that it will be of little or no value for making book on horses. This unavoidable time lag caused by the printing process, does not exist in radio or television broadcasting. Upon receipt from the trackside source, the gambling information can be broadcast immediately, and wittingly or unwittingly provide local bookmakers with the necessary data for their operations. Hence, a brief artificial time lag in broadcasting horse race gambling information is necessary in order to frustrate its illegitimate use, but without destroying its value or currency as news to the general non-gambling public. We feel that only the gambling interests, or those who stand to gain from the relationship of such broadcasts to gambling, will be hurt or complain. As to them and their trafficking, what the Supreme Court said of the elimination of lottery tickets and information from interstate commerce in the lottery case is apropos and dispositive—"It is a kind of traffic which no one can be entitled to pursue as of right."

Denies "Censorship"

"Lest anyone raise the charge that the brief time lag proposed for the broadcast of gambling information concerning horse races is censorship of the radio or television, may I hasten to point out that since 1934 Congress has flatly prohibited, not merely delayed for an hour, the radio broadcasting of information concerning lotteries, which is a form of gambling with some wider commercial implications than horse racing."

COAST-TO-COAST

WGGB Easter Schedule

Freeport, N. Y.—An Easter dawn program, featuring Handel's "Messiah" with the Liverpool Symphony Orchestra was included in the more than six hours of Easter religious services heard over WGGB on Easter Sunday. The "Messiah" heard at 6:05 a.m. was followed with an Easter morning service from the Windsor Avenue Bible church in Oceanside, and church programs from East Rockaway and Hempstead rounded out the morning portion of the program. "The Story of Easter" highlighted the afternoon portion while evening church services from Hempstead and East Rockaway concluded the services at night.

WMEX Airs Boxing Finals

Boston, Mass.—For the fourteenth consecutive year WMEX aired the semi-finals and finals of the colorful National Amateur Boxing championships. The broadcasts with John Reilly and Frank Fallon originated from the ringside of the Boston Garden at 10:00 p.m. on Tuesday, April 10 and Wednesday, April 11.

WORZ Shoe Drive Successful

Orlando, Fla.—Shoes fell on the state at the conclusion of Gordon Towne's one-man campaign to collect footwear for his "shoeless" neighbors to the north. Towne is emcee of the "740 Club," early riser program on WORZ, and his zany appeal for anything from old rubber bands to flying saucers is always sure of a healthy response from the listeners. At the end of a week, dozens of donated shoes cluttered up the WORZ lobby.

Two More Join KFH

Wichita, Kans.—Recent additions to the staff of KFH and KFH-FM are Bill Kirk, local sales department, and John Eberhardt, office manager. Navy veteran Kirk was associated with WEEK before he joined staff. Eberhardt has over 20 years of radio experience to his credit.

Special Cancer Series On KLZ

Denver, Col.—"Red" Allen, KLZ western star, has opened a new series of half-hour Saturday afternoon disc shows entitled "Red Allen's Record Round-up" on behalf of the Cancer campaign conducted during this month.

Brazilian Pianist In WSTC Concert

Stamford, Conn.—Heitor Alimonda, Brazil's foremost pianist, was heard in a radio concert over WSTC and WSTC-FM on Sunday, April 16th, from 9:30 to 10 p.m. The pianist, who was highly acclaimed in his first North American appearance in Dallas, Texas, is making a tour of the nation. He will be heard at Town Hall, in New York, on April 23.

Crippled Boy Wins Contest

Wichita, Kans.—A big grin lights up the face of Richard N. Schmitt who clasps in his arms "Smokey," the cocker spaniel puppy he won in a puppy naming contest featured on "Let's Talk About Dogs," weekly 15-minute show over KFH and KFH-FM. Richard, who is confined to a wheel chair because of a muscular disease for which there is no known cure, was unable to collect his prizes at the station, so KFH brought the prizes to him. Emcee Hal Norman, Program Director Thomas Bashaw, and Chief Announcer Dave Wilson made the trip to the boy's home in Oklahoma, and a special tape recording was made of the presentation.

Jack Zaiman Co-Chairman

Hartford, Conn.—A drive for \$60,000 to finance the local Symphony Orchestra for the next year will start here on May 1. Co-chairman of the drive is Jack Zaiman, "Needle Club" columnist over WDRC. Chairman is Willard B. Rogers, president of the Hotel Bond in the city.

WCAE Airs New Program

Pittsburgh, Pa.—WCAE debuted a new record request show, "Four O'clock Frolic" on April 10th, heard Monday through Friday from 4 to 5 p.m. The show stars the disc-jockey, Larry Berrill, and is an hour of music, fun and chatter. Larry is also heard nightly on WCAE's record show, "The Swingshift" as well as the "Amateur Hour" every Sunday afternoon.

WGGB Airs Tournament Reports

Freeport, N. Y.—For the second time in three years, Metropolitan listeners were kept informed of the progress of the National A.A.U. senior wrestling championship tournament, through a series of on-the-spot broadcasts by WGGB. Leading officials and coaches, ranging from national secretary Dan Ferris to Paul Scott, coach of the national champion Cornell College (Iowa) team were interviewed by WGGB sportscaster Bob Stirrat from Calkins gymnasium at Hofstra College in Hempstead.

Norling, Marcus Elected Officers of Loucks, Norling

John A. Norling and Wil Marcus have been elected president and vice-president, respectively, of the new corporation formed to continue the industrial, educational and television motion picture business of Loucks and Norling Studios. Arthur H. Loucks, who was a co-founder with Norling of the original company in 1924, will be associated in a consulting capacity with the corporation. Marcus was formerly ad. mgr. of Polaroid Corp., Cambridge, Mass., and before that was with CBS.

Networks May Walk Out Of NAB Group

(Continued from Page 1)

brass that it isn't cricket to leave the membership fold, RADIO DAILY learned yesterday.

Robert Kintner, president of ABC, here for a meeting of the web's Affiliates Advisory Board, attended the net's sessions but took no part in the NAB convention meetings. He indicated that ABC would not be in the NAB fold when next year's convention rolls around.

CBS, according to reports, is about ready to drop out and Mutual is expected to follow suit. ABC and CBS are paying membership fees for their owned and operated stations on a month to month basis.

NBC, on the other hand, is expected to continue support of the organization. William Hedges, vice-president, is the top NBC executive attending the convention. He is empowered to vote for all NBC owned and operated properties on convention matters.

The appointment of William Ryan as general manager of NAB is expected to strengthen the organization's position in their conferences with the networks. Bill is popular with the webs and respected as a broadcaster.

Miller Drops Hint

Justin Miller, president of NAB, dropped a hint at the opening luncheon Monday that all was not well. He said "I ain't mad at nobody and I hope you are not mad at anybody either."

According to reports, considerable criticism has been leveled at NAB by the nets. One is the industry organization's public relations job and another the sales approach of Broadcast Advertising Bureau. The TV nets are miffed over speeches made by Judge Miller on the subject of color TV and BAB has been on the pan for some of its sales approaches on the subject of radio and TV. They also want to know just what NBC proposes to do in the interest of the web's owned and operated stations.

New Illinois Station To Open In Oak Park

Oak Park, Ill.—The largest municipality in the United States (pop. 75,000) without a radio station, will soon have an AM-FM outlet, according to William Klein, president of the United Broadcasting Company, a Chicago transcription studio (WOAK-FM, which is beamed toward Oak Park, is located in nearby Chicago).

Klein and four Oak Park associates have secured a license from the FCC for full-time AM and FM stations to be built in the Oak Park Arms Hotel, Washington Boulevard and Oak Park Avenue in the western suburb.

Call letters of the AM station will be WEBS, licensed to operate with 250 watts at 1490 kilocycles. WNOJ, its FM affiliate, will radiate 1,000 watts at 103.5 megacycles.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, April 19, 1950 — TELEVISION DAILY is fully protected by register and copyright

NEW 3 CAMERA SYSTEM DEVELOPED

TELE TOPICS

MOST VIDEO NETWORKS and many independent stations are conversant with the many problems attendant the constant improvement of television programming. But few—if, indeed, any—creative geniuses have done so much for high-quality video programming as has Worthington Miner. As producer of three of television's top programs—each, incidentally, in a different category—Miner has done much to reflect credit on the entire industry. His "Studio One" is consistently one of the two best hour-long drama shows on video; appreciative viewers make haste each week to catch his "Mr. Imagination"; and, with Gertrude Berg, he regularly gains the attention of a wide audience as the story of "The Goldbergs" unfolds. While perhaps it would be erroneous to cite him as TV's outstanding personality to date, there is no arguing that he is several long lengths ahead of the rest of the field.

WALTER WINCHELL reported going on TV for Hudnut; no confirmation yet. . . . An ARB rating of 27.1 for "Hollywood Playhouse" over WPTZ, Philadelphia, sets a new high for daytime TV (2:00-3:00 P.M.); sets in use averaged 131.2, and viewers per set averaged 2.5. . . . The 1,000,000th Chevrolet off the lines of the Baltimore plant was bought by dealers and donated to the Cancer Society for auction on WAAM, Baltimore's month long cancer drive. . . . Evelyn Eliason takes over chores of TV script editor at ABC replacing Rod MacLeish who's now free-lance scripting and script-editing on ABC's "My True Story." . . . "The Trap" debuts as new full-hour dramatic series on CBS tele April 29 in the 9-10:00 P.M. slot; Byron Paul and Yul Brynner alternate directorship. . . . Marlon Brando took his first bow on TV with Lee Tracy and J. Edward Bromberg over WNBT last night in "Come Out Fighting." . . . New York Univ. offers tele studio courses partly taking place in WPIX studios during summer; Robt. Landry, former head of CBS writing staff, directs the program.

Number Thirty

Station WJIM-TV, Lansing, Mich., has been signed as the 30th station on NBC's interconnected video web, Sheldon B. Hickox, Jr., director of NBC-TV Station Relations, has announced. The station begins operation on April 30 and plans a six-day per week telecasting schedule, Monday through Friday, from 6 to 11 p.m.

Coaxial Cable To Be Extended To W. Coast

Washington Bureau of RADIO DAILY
Washington—Important considerations in the planning, provision, and operation of TV network facilities were outlined by Frank A. Cowan AT&T engineer, on the interconnection of the TV network facilities of the Bell System and Western Union. Cowan described the layout and activities of the Bell System TV operating center at Philadelphia, one of the focal stations on the network.

He discussed considerations of network operation in terms of planning, design features, and day-by-day operation, stating that a well planned and smooth running network should permit ready rearrangement of all sections and satisfactory coordination of both the video and audio portions of the service, and provide good transmission quality which results from both the
(Continued on Page 16)

Education By I. Magination

Paul Tripp, star and creator of CBS-TV's "Mr. I. Magination," has been invited to speak at the Association for Education by Radio's Television Conference to be held in the Great Hall of the University of Pennsylvania Museum Thursday, April 20. Tripp will tell the group how his "Mr. I. Magination" program has condensed the classics.

Acceptance Of CBS Color Will Give Mfr. Incentive—Stanton

Washington Bureau of RADIO DAILY
Washington—Television set manufacturers will have greater incentive to produce color receivers if the CBS color television system is approved, than if another system were approved; Frank Stanton, CBS president, yesterday told the FCC here.

He gave two major reasons for this greater incentive. They are:

1. CBS color sets would be less expensive, and manufacturers would prefer producing for the mass markets to which those less expensive sets would appeal.
2. A decision for a compatible system would be followed by a greater time lag between the decision and the manufacturer of color receivers, because there would be no pressure on manufacturers to get into color.

Color TV Comment

Montreal—Color television in the home is five, maybe 10 years away, according to television dealers attending the seventh annual convention of the Canadian Association of Radio and Appliance Dealers in Toronto. Then it will only be possible if there is a local TV color broadcasting station.

A past president of the association, Leo Hartman, Toronto retailer added: It would be foolish for people to wait until color comes in before buying a TV set. You don't wait until a car has no gear shift before investing money in one.

Autry Will Produce Own TV Film Show

Gene Autry, the western film star of many business interests, has announced the formation of Flying A Pictures, a TV film producing firm which will produce a series of films starring Autry for video presentation.

The first film star to actually produce and appear in films on TV, Autry will be joined in his new endeavor by Mitchell J. Hamilburg, his business manager, and Arnold Schaeffer, a producer.

According to the announcement
(Continued on Page 16)

Production Firm Has Multi-Cam Competitor

Tests have been completed on the new Vidicam System for filming TV shows and productions using it will soon be made, Larry Gordon, president of Television Features, Inc., announced yesterday. The system uses three TV cameras which are synchronized by RCA Victor's new industrial television camera chain with 35 mm or 16 mm cameras.

Vidicam was developed by Television Features with the cooperation of the Camera Equipment Corporation. According to Gordon, "the system produces black and white pictures that are amazingly clear and completely unexcelled."

William Van Praag, vice-president of Television Features, says that the preliminary shows will be filmed in their newly acquired studios. He reports that Filitelite, a new lighting system, will be used.

Vidicam utilizes the camera chain which is unit controlled, with the monitoring done off the set in the director's booth, the company reports.

New TV Antenna System Offered For Apartments

A television antenna system which will service more than 200 sets without amplification of power is now being offered by Television Antennas for Apartments, Inc. Inventors of the device are two CBS engineers, Fred Hendrickson and Leon Wecker.

The so-called "Multi-Video Television Antenna" supplies all apartments in a building from a single system and its inventors claim that there can be no shorting and that the disconnecting of leads to various sets has no effect on other outlets.

Apartment owners are asked for exclusive rights for a three-year period. Installation charge of the system is set at \$20 with a service charge of \$10 yearly.

N. Y. TV Fan

Sixteen-year-old Robert Lynch, who ran away from Medfield State Hospital at Harding, Mass., told police who found him in New York that he simply preferred the television programs in N. Y. to those shown in Mass. state institutions. Ironically, Lynch was taken to Kings County Hospital where the TV set in his ward is out of order.

WPIX Expands Staff Mirrors New Business

Appointments of four directors and new additions to the sales staff of WPIX, Daily News television station in New York, are reflecting new business boosts which include 24 contracts signed during the first two weeks of April in addition to 47 contracts during March. The March figure broke the station's previous record.

William B. MacRae, formerly assistant to the director of radio and television at Biow Agency, has been placed in charge of sales service, while Bernard Covit, formerly with Mutual, has been added to the sales staff roster. Elevated to the status of a full director is Peter Molnar, who has been with the station as an associate director since its opening. At the same time, Ted Estabrook, Everett T. Gammon, and Robert McMahon were also given director berths.

Directors

Estabrook's background includes programs after May 1st, is the "Ted WFIL-TV, Philadelphia, and program director of WAAM, Baltimore. Gammon is an actor-director, having been associate-director of the "Philco Playhouse" program and is currently on Broadway in "As You Like It." McMahon, also an actor-director, has spent the past few months of the current theater season as George Abbott's production assistant for "Touch and Go" and was stage manager for the Frederic March play, "Now I Lay Me Down to Sleep," leaving the latter for his WPIX assignment.

Spearheading WPIX afternoon programs after May 1st, is the "Ted Steele Show," a three-hour afternoon program featuring sports, music, and entertainment novelties. The show takes over Monday through Saturday except on days when the New York Giants baseball games are televised from the Polo Grounds.

WNBT Shows Heavy New Business Activity in April

New business at WNBT, New York, includes contracts for spot announcements by Hood Rubber Co., A. & P., General Motors, Breyer Ice Cream Co., and Standard Brands, Inc. The report from Donald A. Norman, director of Sales for the station, said Hood Rubber has signed an order for announcements on "Children's Theatre" on Mondays and Fridays through June 16. order was placed through McCann-Erickson. A 13-week purchase for announcements on "Easy Does It" was made by the Great A. & P. Tea Co.; Bryer Ice Cream renewed sponsorship of its 8:30 P.M. on Mondays for a 52-week period (agency, McKee & Albright, Inc.); Standard Brands, Inc., signed for the 6:55 station break on Wednesdays for 52 weeks (Compton Advertising, Inc.); and the Buick Motor Division of General Motors renewed sponsorship for 9 weeks of station breaks on

TELEVISION DATA CHART

MARCH 1, 1950

The following is a breakdown of estimated TV set ownership by cities as of March 1, 1950. It was compiled, and is published through the courtesy of NBC Research:

ESTIMATED TV SET OWNERSHIP

CITY	No. of Stations	No. of TV Sets Installed	CITY	No. of Stations	No. of TV Sets Installed
New York	7	1,145,000	Atlanta	2	27,800
Baltimore	3	146,000	Binghamton	1	9,800
Boston	2	306,000	Birmingham	2	11,400
Buffalo	1	73,800	Bloomington	1	5,000
Chicago	4	420,000	Charlotte	1	12,200
Cincinnati	3	92,900	Davenport	1	8,300
Cleveland	3	176,000	Ft. Worth	1	19,300
Columbus	3	49,600	#Dallas	2	24,500
Dayton	2	42,900	Greensboro	1	9,600
Detroit	3	191,000	Houston	1	16,500
Eric	1	17,000	Huntington	1	6,600
Grand Rapids	1	18,200	Indianapolis	1	30,000
Lancaster	1	35,600	Jacksonville	1	8,200
Memphis	1	24,200	Johnstown	1	16,500
Milwaukee	1	89,400	Kansas City	1	28,900
New Haven	1	70,400	Los Angeles	7	424,000
Philadelphia	3	395,000	Louisville	1	25,200
Pittsburgh	1	80,000	Miami	1	19,200
Providence	1	38,000	Minn.-St. Paul	2	74,900
Richmond	1	23,600	New Orleans	1	19,900
Rochester	1	31,100	Oklahoma City	1	21,500
Schenectady	1	62,500	Omaha	2	15,800
St. Louis	1	98,500	Phoenix	1	5,000
Syracuse	2*	33,800	Salt Lake City	2	11,000
Toledo	1	37,000	San Antonio	2*	10,300
Utica	1	9,300	San Diego	1	25,500
Washington	4	109,000	San Francisco	3	43,500
Wilmington	1	28,300	Seattle	1	24,500
Albuquerque	1	2,500	Tulsa	1	16,400
Ames	1*	4,500			

TOTAL OPERATING STATIONS (101) in 59 MARKETS 4,822,400

TV OWNERSHIP IN CITIES WITHOUT OPERATING STATION

CITY	Operation Date	No. of TV Sets Installed
Kalamazoo	April, 1950	6,500
Norfolk	April, 1950	3,600
All others		2,500
TOTAL TV SETS		4,835,000

STATION STATUS

	LICENSED	STA's	CP's	Pending	Total
Total	35	66	8	347 (a)	456
Markets	27	43	8	149	165

STATION STATUS NOTES

STA—Operating under Special Temporary Authority
 CP—Construction Permit
 (a)—174 actual FCC channel allocations applied for

SET INSTALLATION NOTES

#—Additional coverage for WBAP-TV, Ft. Worth
 *—New station added during February

WARNING: Set counts in some cities are made only on a quarterly basis, with interpolated estimates for the intervening months. Consequently, some of the increases shown this month are subject to later revision when the next quarterly counts are made.

Sarnoff Asks Educator Views On Television

Views from educators to help make television a vital educational force were asked by Brig. General David Sarnoff, chairman of the board of RCA, at a preview of the new NBC television current events series "Watch the World." Attending the preview were many leaders from the field of education.

Tues., Sat., and Sun., placed through the Kudner Agency.

Autry Will Produce Own TV Film Show

(Continued from Page 15)

by the new firm, the Wrigley Company of Chicago, which now sponsors Autry's radio program on CBS, will be the initial sponsor of the new Autry series which is scheduled as a 30-minute program. No announcement relative to station or network outlet for the series has been made but expectations are that CBS-TV will have the inside track in pending negotiations.

RCA Announces Print Circuit Video Tuner

Harrison, N. J.—Development of a "printed-circuit" television tuner was announced yesterday by the RCA tube department. The tuner, a departure from conventional wound-coil units, eliminates the complicated process of mechanically winding separate coils and uses a photo-etch process to produce the critical circuits.

Improved Reception

RCA reports that the tuner provides improved performance, including superior reception in fringe areas as well as in receivers with built-in antennas. The unit is a cylindrical turret-type tuner and employs individual coil strips or segments, each containing the printed circuit for a separate television channel. The strips are easily removed for service or replacement.

The new tuner is now available to manufacturers of TV receivers and will also be available for replacement purposes through RCA parts distributors.

Coaxial Cable To Extend Coast-To-Coast In '51

(Continued from Page 15)

basic characteristics of the equipment and its daily adjustment. He said that the precise adjustments required were more demanding as the network expanded.

Cowan said the 1951 program for the Bell System Intercity TV Network tentatively provides for additions to bring the network to a total of 23,000 channel miles. This would include 102,000 miles of coaxial cable and 13,000 miles of radio relay facilities.

Omaha To Frisco

Under this program it has been decided to extend the radio relay facilities now being constructed between Chicago and Omaha so as to link Omaha and San Francisco. In addition it is planned to add Miami to the network.

Cowan listed construction which would provide additional radio relay or coaxial cable facilities to the network which will be in operation by the end of this year. During 1951 the coaxial cable will be extended southward from Memphis to link Birmingham to Atlanta. A second coaxial channel will be extended southward from Charlotte to Jacksonville. The tentative 1951 network will also include the addition of one coaxial circuit between Toledo and Dayton.

Joey Faye Is Gagsters' Guest

Joey Faye, recent star of CBS-TV "54th Street Revue" and "Joey Faye Frolics," tomorrow will tell the Gagwriters Association "What's Wrong With TV Comedy" when he is guest-of-honor at their Luncheon at Trader Tom's Steak House, at 1 p.m.

'FREEZE' AND PROGRAMMING PROBLEMS

DuMont Keeps Pace With Nat'l TV Progress

1949 Gross Income Increased 73% Over 1948

The rapid growth of Allen B. DuMont Laboratories, Inc., during the past year directly reflects the tremendous advance of television upon the national scene.

Expansion has been the DuMont theme. Gross income for 1949 was \$45,267,089 as against \$26,934,239 for 1948. Net profit jumped from \$2,701,767 in 1948 to \$3,269,880 last year. In every single phase of television the DuMont name has risen to eminence.

As 1949 unfolded, Dr. DuMont's personal leadership in the field was acknowledged more and more by the press and public. As a result of national acclaim and honors for his pioneering work in the field, Dr. DuMont has come to be referred to as "Mr. Television."

Reflecting the advances of television on the national economy and highlighting DuMont's expansion was the opening of two huge new manufacturing facilities since the NAB convention in April, 1949. In East Paterson, New Jersey, DuMont officially dedicated the world's largest television receiver assembly plant last September 26. Only last month in the Allwood section of Clifton, New Jersey, ceremonies were held, opening the new DuMont Cathode-Ray tube manufacturing unit, the largest and most modern of its type in the world. At this installation, production is geared for 1,000,000 tubes by the end of 1950 with approximately 50 per cent of the production devoted to the metal-cone type 19" tube.

It was at this Allwood opening that Dr. DuMont unveiled another important DuMont "first" — a 30" diameter TV tube with over 600 square inches of screen area, designed specifically for use in public places rather than residences.

Every division of the DuMont organization reported great progress during 1949. In spite of increased production at the East Paterson plant, receiver sales is still unable to meet the demand for quality receivers.

The outstanding development of the Transmitter Division since the last NAB conclave was the introduction of their closed circuit industrial color television system. The division has also been active in developing a complete line of gear which will be available to broadcasters as soon as the "freeze" is lifted.

DuMont's Research Division added lustre to its reputation in the development of new principles for application to the television science as a whole. The Division prepared

(Continued on Page 18)



Dr. Allen B. DuMont, whose pioneering in the field has won him national acclaim as "Mr. Television."

Expansion Is DuMont Receiver Keynote

By ERNEST A. MARX
General Mgr. Receiver Sales Div.
Allen B. DuMont Lab., Inc.

A program of carefully planned expansion has been the keynote of the receiver sales division in order to take care of the ever-increasing consumer acceptance of DuMont quality receivers.

In spite of stepped up production at our new East Paterson plant, we are still unable to meet the nationwide demand for receivers. Shipments to dealers and distributors are still on a strict allocation basis.

To keep pace with television's nationwide advances, our sales organization under Walter L. Stickel has been enlarged. Carefully selected distributors in every important video market in the country have been franchised to handle the DuMont line. Our dealer organization has grown proportionately with the number of our distributors.

Regional sales offices now located on the east and west coasts, and in the mid-west and south-west have been established to maintain a close liaison between the home office and field outlets. Service control offices paralleling these offices and working closely with them, now closely knit sales and service control nationwide.

We have recently successfully completed a nation-wide program of retail sales training for our dealer and distributor outlets, the first of its type planned and carried out by

(Continued on Page 20)

1949 Good Year For DuMont Video Net

"Nineteen forty-nine is a year that we at DuMont look back upon with gratification," Chris J. Witting, the net's general manager, reported this week in reviewing the twelve months.

The network's gratification, he said, arose from two facts: First, many competent judges credit DuMont with initiating much of the thought and several of the techniques that moved the industry out of the "red ink" psychology that dominated it only a year ago and, second, the network itself made gains on several significant fronts.

Throughout the year, many station operators have accepted the DuMont view that television can and must provide programs within the budgets that local and regional advertisers can meet. A sharp upsurge in billings was one universal result, according to reports reaching network headquarters.

In pursuance of its philosophy, DuMont developed several shows, which, though staged at relatively low cost, nonetheless scored heavily with viewers. For example, its "Hands of Destiny" series, formerly

(Continued on Page 20)

Principal Factors Facing Industry, Loewi Finds

Though many stations — perhaps one third of all that are now on the air — report that they are operating at a modest profit, the television industry faces two problems currently stymieing the medium's full effectiveness.

The problems are represented by the "freeze" which has left close to half the country's population and more than half of its area without service, and by the inability of many stations, off the coaxial cable, to program themselves attractively enough to build an audience.

These conclusions were reached this week by Commander Mortimer W. Loewi, director of the DuMont Television Network, as he sat down to add up the results of a unique survey that embraced an 8,000-mile motor trip from New York to Los Angeles.

The object of the trip was to learn, at the grass roots, both the state of the industry, nationally, and how the network's services might be utilized to strengthen local telecasters. The first and most important problem, felt in every region, is represented by the "freeze" which has kept transmitters out of scores of communities that want service and has reduced the number of transmitters available to others. The paucity of stations — together with the limited extent and high cost of the coaxial cable — is a factor deterring the flow to the medium of very necessary financial support from advertising in a host of inland cities.

A thaw of the freeze was found to be one of the essentials to the task of putting the industry on a sound economic basis. Greater circulation is imperative to support any widespread advertising effort.

The second problem lies in the inability, financially and talentwise, of many inland stations to offer programs capable of building an audience.

Most non-interconnected stations are in pretty direct competition with the local radio stations and find it hard to offer high quality programs with the rates that this AM competition imposes upon them.

Moreover, they are forced to rely upon local talent and local sports and special events, or films, which do little to create enthusiasm among viewers.

The survey strengthened network confidence that out-of-town stations must go into daytime programming to make money and the belief that network affiliates must be furnished with syndicated shows, preferably in 15 minutes segments, around which participations can be sold.



WITTING

Notre Dame Telecast Well-Rounded Show

Les Arries, DuMont's director of sports, reported this week that when DuMont Television Network telecasts Notre Dame's football home games this Fall, it will introduce an entirely new concept in sports programming.

In addition to presenting the grid contests, the network will pick up pre-game rallies, introduce the heads of the two competing universities, representatives of their respective alumni and athletic associations and other committees, and show film highlights of games played in previous years between the two schools.

This introduction to the following day's game would be telecast Friday evening from the South Bend campus.

DuMont's fall football schedule will include nine games.

At NAB Meet

DuMont Television Network executives attending the NAB Convention this week include Chris J. Witting, general manager; James L. Caddigan, director of programming; Joseph Merkle, director of station relations; Robert Jamieson, director of traffic, and Edward Carroll, director of the teletranscription department.

DuMont Aims At Low-Budget High-Quality Programming

Because television faces the problem of producing programs that can compete successfully for the advertising dollar now going into radio, the DuMont Television Network operates what amounts to a continuing research project, utilizing its studios as laboratories.

"We feel that the way to put a firm foundation under video is to make quality shows available at a price that budget-conscious sponsors can pay," James L. Caddigan, the web's director of programming and production, explained in reporting on the project.

DuMont, he added, found the only way to do that was to introduce the utmost of efficiency into studio operations, to reduce rehearsal time, develop new and more effective use of lightings and other effects and so on to the end that the network could come up with programs of a nature capable of developing loyal followings.



CADDIGAN

The result is that it has perfected a variety of techniques that both the network and others in the industry are using to advantage.

Among such techniques is a set-up for rehearsals aimed at getting professional, workmanlike programs to the air without creating a financial burden. So, too, in one small studio production men developed a unique system of handling scenery which is a major factor in enabling WABD to air 12 or 14 programs between 10:45 and 4 o'clock in a 40 x 60 studio, five days a week. The secret lies in stacking scenery somewhat as film is packed in a camera film holder. Stagehands stack all the sets to be used in the studio on any given day. Then, once a program has ended, they merely strike the set just used, and there, ready for the next show, is the necessary scenery.

In another studio, DuMont developed a different system through which it airs several programs a night from one studio, rather than from separate studios as other stations do. The secret of this technique lies in pairing small shows, which can be telecast from a set or two with a production that requires more sets and hence greater area.

DuMont Keeps Pace With TV Progress

(Continued from Page 17)

material and exhibits for use in the FCC color and allocation hearings in Washington.

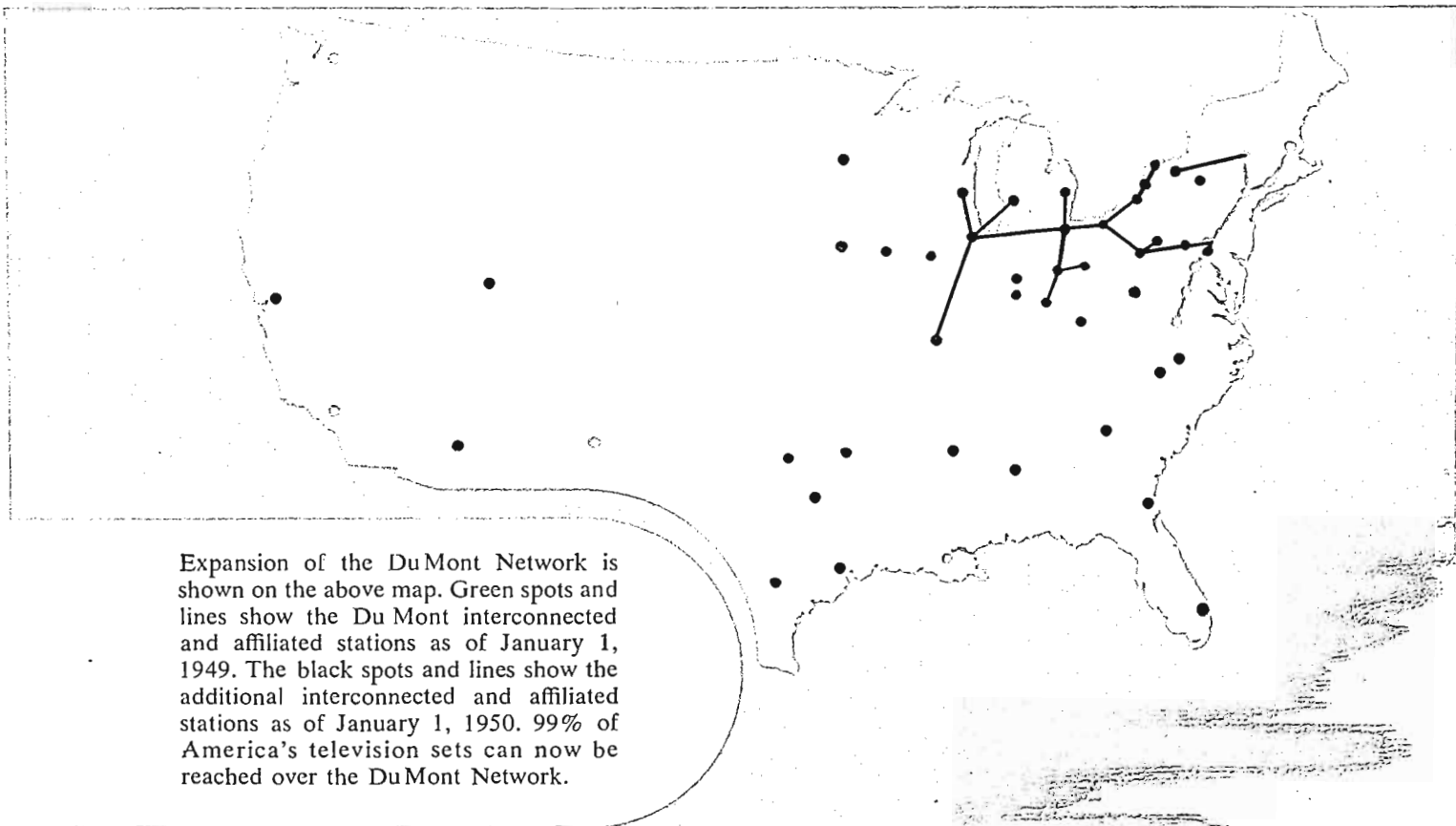
The Instrument Division continued its position as the world's largest manufacturer of cathode-ray oscillographs and with the development of a new oscillograph during the past year remains in the forefront of the electronic instrument business.

During the past the Electronic Parts Division engineered and put into production at its East Paterson, N. J. headquarters two new DuMont Inputuners, giving superior performance at lower cost as well as development of several new items planned for 1950.

DuMont's expectations for 1950 are for a considerable increase in gross sales and a carefully planned system of expansion in all divisions to maintain its position in the nation's most rapidly growing industry.

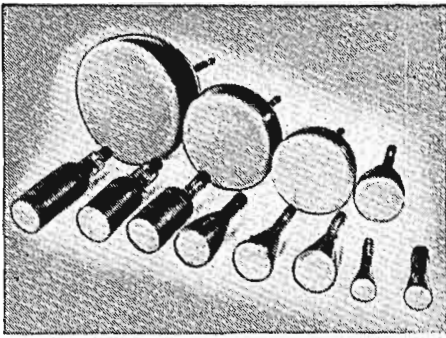
An idea of the magnitude of the new Allen B. DuMont Laboratories, Inc., East Paterson, New Jersey, television assembly plant—the largest of its kind in the world, can be obtained by comparing it with three sports arenas located in New York City.

DU MONT TELEVISION NETWORK Reaches 99% of America's Television Sets

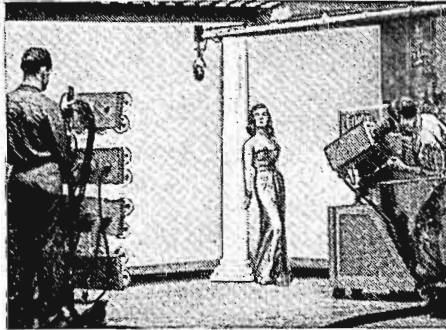


Expansion of the DuMont Network is shown on the above map. Green spots and lines show the DuMont interconnected and affiliated stations as of January 1, 1949. The black spots and lines show the additional interconnected and affiliated stations as of January 1, 1950. 99% of America's television sets can now be reached over the DuMont Network.

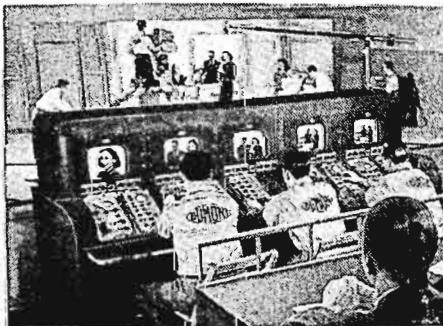
1949—DuMont's Year of Progress—1949



Pioneer in cathode-ray tube development, Du Mont is the largest producer of the new 19-inch Life-size picture tube.



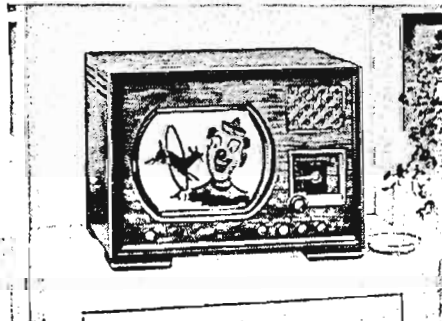
Pioneer in telecasting, the Du Mont-owned stations in Pittsburgh and New York were the first television stations to show a profit.



Pioneer in telecasting equipment, Du Mont has designed and equipped many stations.



The Du Mont Bradford, with the Life-size screen.



The Du Mont Rumson. The world's finest mass-market receiver.

*Trade mark

the story of TELEVISION

is the story of

Du Mont

Du Mont has been in television since 1931; and it was Du Mont's development of the cathode-ray tube that pulled television out of the laboratory and put it into the home. Du Mont marketed the first home television receivers (1939); and was first on the market with a line of fine postwar receivers (1946); and operates the *world's largest television assembly plant* (1949). Du Mont also operates a national television network. It is the one company that is in every phase of television, and only in television. Pioneer in receiver manufacture, Du Mont Telesets* are generally accepted as the world's finest in performance, appearance, and dependability.

Big-screen direct-view television

Of course you want a big screen . . . but Du Mont also gives you a clear, sharply detailed, undistorted picture on its big screen. And every Du Mont also includes static-free FM radio.

Compare Du Mont with any other. Compare clearness, brilliance, and size of picture. Compare tone. Compare cabinetwork. Compare full-range tuning for radio fans. See what you should expect of a television receiver.

DU MONT

first with the finest in television

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

Allen B. Du Mont Laboratories, Inc. • Home Office, 750 Bloomfield Ave., Clifton, N. J.

1949—Du Mont's Year of Progress—1949

Mid-West Programs Provided By WGN-TV

The DuMont Television Network and Station WGN-TV, Chicago, which is managed by Frank Schreiber, united on a common effort during the last eight months to present to a widespread audience the personalities and type of programs popular in the Mid-West.

Among those achieving top ranking acclaim has been the "Al Morgan Show." A club pianist and raconteur, Morgan has attracted an enthusiastic audience ever since his introduction on television. His relaxed, clean brand of humor have been welcomed as one of the most pleasant half hours in television.

Another WGN-TV personality who has risen to national prominence is sportscaster Jack Brickhouse, who telecasts wrestling and boxing from Chicago two nights a week. The Australian Tag matches which feature a high point in Chicago wrestling have proven highly popular also with a country wide audience.

Latest in the series of new programs which emanate from WGN-TV over the DuMont network is "Windy City Jamboree," Sunday night variety show, which premiered a few weeks ago.

Two "Cavalcades" Prove Value Of Co-operation

During the year the DuMont Television Network, in cooperation with Drug Store Television Productions, pioneered an activity which has given the medium two outstanding shows and pointed the way toward bringing to its financial support the resources of major nationwide commercial groups.

The two shows are "Cavalcade of Stars," the family-style variety show featuring comedian Jerry Lester, and its companion program, "Cavalcade of Bands," presenting the top name bands of the nation.

Premiering in ten cities, "Cavalcade of Stars" alerted the industry to Saturday night programming, and proved so successful, sponsorwise, that "Cavalcade of Bands" was introduced a few months ago to take care of the commercial overflow. Marching into its 47th consecutive week on April 22nd, "Cavalcade of Stars" is now seen in 18 cities.

Expansion Is DuMont Receiver Keynote

(Continued from Page 17)

a television manufacturer. Under Henry R. Geyelin, Jr., our advertising and sales promotion department is now geared for a full national effort. 1949 saw the expansion of DuMont magazine, newspaper and television advertising and 1950 plans foretell even greater expansion in all media.



Commander Mortimer W. Loewi, director of the DuMont Television Network, who recently took a coast-to-coast trip to study station problems in key communities.

Expansion Projects Set For Springtime

Two major construction projects are on DuMont's expansion program for spring, Julian Armstrong, Director of Network Planning and Development, reported today.

Workmen will begin work May 1st, he said, to turn the second floor of Pittsburgh's Chamber of Commerce Building into a new studio for Station WDTV. Don Stewart, Station Manager, hopes to move into the new quarters by early July, prepared to air locally produced shows for a long list of clients with ambitious plans.

Mr. Armstrong also reported that DuMont's transmitter division would start work in the near future on equipment to be utilized by WABD when it moves transmitting equipment and antennae to the Empire State Building this Fall. The new equipment, he said, will be located on the building's 82nd floor, while WABD's antenna will be on the 200-foot shaft that will rise above

Dizzy Dean On Mike Highlights Baseball

Pointing up WABD's fourth season of telecasting the Yankees' baseball games, Dizzy Dean took his place alongside of Mel Allen and Curt Gowdy in the stadium's new TV section Saturday.

He will help to cover all 77 home games—14 of them at night. WABD last Fall attained a 62.2 tele-pulse rating for its coverage of the final game of the season between the Yankees and the Boston Red Sox.

Tom Gallery, formerly business manager for the Yankees and now DuMont's sales director, says that this season's telecasting ought to be even more successful, because viewers will get an improved perspective on field action as a result of construction of a new TV-Radio-Press box on the mezzanine level. This permits better camera location.

the building's tower.

Also during the year DuMont improved its facilities at the Adelphi Playhouse in Manhattan,

'49 Good Year for Network

(Continued from Page 17)

known as "Hands of Murder," drew Life Magazine's approval as the "most skillful" mystery show currently on TV and at the same time achieved a Pulse-rating of 17.0. Yet, obtainable at \$2,471, it is the lowest-priced dramatic or mystery show on the air, delivering 1,000 New York viewers for \$3.50, without time and rehearsal charges.

Another DuMont innovation—the Saturday night family show, "Cavalcade of Stars,"—caused the most vigorous competition that television

has seen to date and all for an audience that was entirely neglected until DuMont disclosed its existence and its responsiveness.

Moreover, through this Saturday night operation, DuMont and its sponsor, Drug Store Television Productions, Inc., found a technique through which to put the selling ability of this medium at the service of a great trade group.

DuMont itself, meantime, grew from a relatively small operation serving a few interconnected sta-

Web's Shows, Talent Cited During Season

Headed by the thrice honored "Court of Current Issues," a variety of DuMont Television Network programs and talent attracted many awards during the 1949-1950 season.

Produced by Irvin Paul Sulds and aired over the DuMont network each Tuesday from 8 to 9 p. m., "Court of Current Issues" entered its third year of consecutive telecasts on February 7th, the oldest program in point of uninterrupted presentations in the medium. During the year it was cited for the George Foster Peabody Award as the only television program nominated in the field of education. It was presented with an award by the Veterans of Foreign Wars for furthering the general understanding of public issues and it held a "Radio Best" award for outstanding public service.

Morey Amsterdam, star of "The Morey Amsterdam Show" seen over the DuMont Network Thursday evenings from 9 to 9:30 p. m., rated tops among the nation's gag writers in a poll of their favorite TV comic of the year. In a survey conducted by the National Laugh Foundation, the gagwriters cited Morey for superior timing, delivery of laugh lines, and use of original material. This month he also received the Academy of Radio and Television Best's citation for the cleanest comic on the air. He has also been cited by the Veterans of Foreign Wars for his work on behalf of veterans.

Johnny and Penny Olson, co-emcee's of the popular daytime "Rumpus Room," seen daily from 12:30 to 1:00 p. m. over the DuMont Network, were jointly voted the favorite daytime man and woman in television by the readers of Radio and Television Mirror.

Among the numerous citations held by George Putnam and his "Headline Clues" program are the Blue Ribbon Award of the New Jersey State Fair for the best news program in television, a Telecast Magazine award, runner up for a TV "Michael" and others.

Voted Television's outstanding personality last year, Dennis James this year added anew to his laurels. Billboard Magazine cited him as the outstanding and most acceptable announcer in TV; Ross Reports tagged as television's top salesman. In a series of articles in the New York Journal-American, feature writer Hugh Bradley identified him as "The Voice of Wrestling."

During 1949, the DuMont Network increased its business by 300 percent, while WABD in New York and WDTV in Pittsburgh are currently operating at a profit.

tions along the Atlantic seaboard and a few non-interconnected outlets only a year ago into a nationwide operation, comprising 54 stations, twenty-six of them on the coaxial cable and twenty-eight non-interconnected.

1949—Du Mont's Year of Progress—1949

'New Revenue' Building Television; AM Unaffected, Coy Assures NAB

(Continued from Page 1)

hat "TV seems to be attracting new sources of revenue either from increased advertising expenditures by American business or from money heretofore spent with other media."

The Coy speech was in contrast to one made a year ago before the NAB meeting at which he virtually wrote off AM radio and admonished the broadcasters to get into television right away. In yesterday's talk he literally took himself off the hook by extolling the virtues of both AM and TV and giving statistics to support his beliefs. "Figures show that television is still largely supported by its parent, AM," Coy said, "but they also show that television is beginning to grow up—and is starting to look hopefully for the day when it will be independent of the old man. In fact, it is already starting to show off, starting to smoke, to stay out late and even starting to use naughty words.

"The winds of competition are blowing a terrific gale on the broadcasting business," he continued, "there may be a few among you who are complacent because thus far you have been spared even the first signs of the storm. In many places the storm is in full fury and in other places the winds are rising, but to those of you who are complacent, I say that the full strength of this storm will hit you with a suddenness not characteristic of the places where it is now in full strength."

Coy admonished the broadcasters to plan to make their station's an indispensable part of the community life—to really serve the community. He then stressed the importance of public service programming.

"Clearly the American broadcaster's responsibility to his Government is to serve with intelligence, impartiality and a high sense of good taste and decorum as a trustee of the radio frequency which his Government licenses him to use," Coy declared. At this point in his speech the FCC chairman said he was impressed with the theme of the convention regarding the broadcaster's responsibility to Government but added he would have been more impressed if the convention also included sessions which produced open discussions of:

1—The problems of network affiliates in relation to network programming;

2—The problem of whether or not

the broadcasters have an effective code and what can be done to improve it in the light of broadcasters' responsibilities and how to implement it for the benefit of the industry and public;

3—The problems involved in determining what constitutes the public interest and how to meet those needs.

"I think these are problems which will become more and more serious in the transition period through which we are now passing," Coy commented, and added:

"I know many of you would like for me to talk about the television freeze. What you really want me to tell you is when we will get out of the freeze and when you may be expected to receive your construction permit for a television station. I suspect that there is a great deal more about television which you would like to know and which you would be glad to get from me or anyone else.

"Some of you have asked me whether or not you should get into television or when do I think television will become the dominant broadcasting medium of this country. I hate to disappoint you by not talking at great length about television today. I can only say this to you on the general subject. I have avoided a television discussion because I have tried to keep to the text given me by Judge Miller, and, because of the further reason that I do not want to disillusion you about my knowledge of television.

"However, I suppose you might as well know the truth now as any other time. A year has gone by since I last addressed this gathering. In the year I have learned a lot about television and I am even less certain of the answers to your questions than I was a year ago. I am even less certain about the time when we will get out of the freeze, I certainly hope—and let me repeat 'hope'—that we get out of the freeze before the end of the year. I pray it will be earlier. I do not predict when."

Avoids "Time Table"

Coy sees TV becoming the dominant broadcasting medium in this country but does not fix a time table. "It will occupy that position rapidly once the Commission and the industry have reached and accepted a solution to the problems which resulted in the current freeze on the processing of television applications" he said.

The Coy speech brought the biggest turnout of the convention to date and the same audience which heard him also listened to a speech by Paul G. Hoffman, administrator of the Economic Cooperation Administration, who told of the active participation by radio in the administration of the Marshall Plan in the European countries.

"Forty million of western Europe's

one hundred million radio listeners hear Marshall Plan broadcasts regularly," Hoffman said; "These programs are tailored to the interests of selected audiences. In addition radio newscasts are serviced by ECA radio news and carry the Marshall Plan story daily."

Referring to the domestic scene Hoffman said: "But it is not only in Europe that our activities need to be intensified. There is a huge and difficult job which must be done here in America. Thanks to a friendly press, a friendly radio, we are the best informed people on earth. But too many people do not fully comprehend that if we are to achieve an enduring peace, three goals must be reached:

First—America must remain free and strong; second—Europe must become strong and prosperous, and third, America and the free nations of western Europe must remain united."

Research Panel Held

The Tuesday morning session of the convention was devoted to BMB and panel discussions on audience research. Kenneth Baker reported on the results of the second study of BMB. It was also revealed that articles of incorporation for the new broadcast audience measurement organization will be filed this week in Delaware.

Tomorrow's session on television is expected to attract the largest crowd of the week. Some criticism was expressed yesterday because TV was given the closing spot on the agenda. TV leaders felt it rated better billing.

Thomas Reports On NAB Television Committee

Chicago—A report on the services of the television department of NAB will be given to TV members next Fall at Clinics staged in connection with district meetings, Eugene S. Thomas, chairman of the video committee for the association and general manager of WOIC-TV in Washington reported yesterday at the NAB convention in the Stevens Hotel.

In regards to work currently being done by the TV department, Thomas said other sections of NAB were working on video projects wherever it was possible, but he added that the department, headed by Director G. Emerson Markham, is at present serving primarily as an informational clearing house on many projects, which do not clearly fit into the specialized work of other NAB departments.

Among the current problems being handled by Markham are such matters as raising money for and helping to negotiate a per-program license with ASCAP, working with BAB and AAAA to standardize rate

Video Not Harmful, Says Optometrist

Television viewing is not permanently harmful to the eyes, so concludes the Pennsylvania State College of Optometry, Philadelphia. Practicing Philadelphia optometrists and the college's research department have cooperated for the past 12 months in a study of 40 students, and TV manufacturers provided whatever technical data the group needed. In releasing the results of the experiment, Dr. John C. Neill, director of the research, stated that in the past year, 10 per cent of all people seeking eye care did so because of "visual discomfort resulting from the viewing of television." And a much larger percentage inquired if television is harmful to the eyes.

Backs Up Statement

In backing up his statement that television isn't harmful to the eyes, Dr. Neill pointed out that annoyances and discomfort felt by people watching television for the first time is due to the new task the eyes have to learn; it usually disappears after several viewings. If discomfort persists, the viewer probably needed eye correction before he ever watched television for the first time anyway.

Further summaries brought out by the survey were that television may be harmful to night vision, but might be a boon to youngsters suffering from squint of "cross-eyes." Dr. Neill explained that the reduced power of one's night vision is because the indigo part of the spectrum uses up the chemical element "visual purple," used for night vision, but the body quickly restores this element in a few hours. Newer tubes or the use of a filter reduce this condition.

Children

In regard to children with squint or "cross eyes," Dr. Neill said that by covering the healthy eye and using only the "lazy" eye (the "crossed" one) to concentrate on the television image for an hour or more, this may supplement exercise instruments and help correct the condition.

Ad Women Meet

The final luncheon meeting of Advertising Women of New York for the season took place yesterday, April 18th at 12:15 p.m. at the Astor Hotel. Arthur Godfrey of radio and TV fame, was the guest speaker on a surprise subject announced at the luncheon.

cards and contract forms, sampling industry opinion on national problems and representing the industry before legislative and regulatory groups, he said.

Thomas urged broadcasters to take an active part in the new department "so that it may properly reflect the wishes of you who are really the backbone of this great new industry."



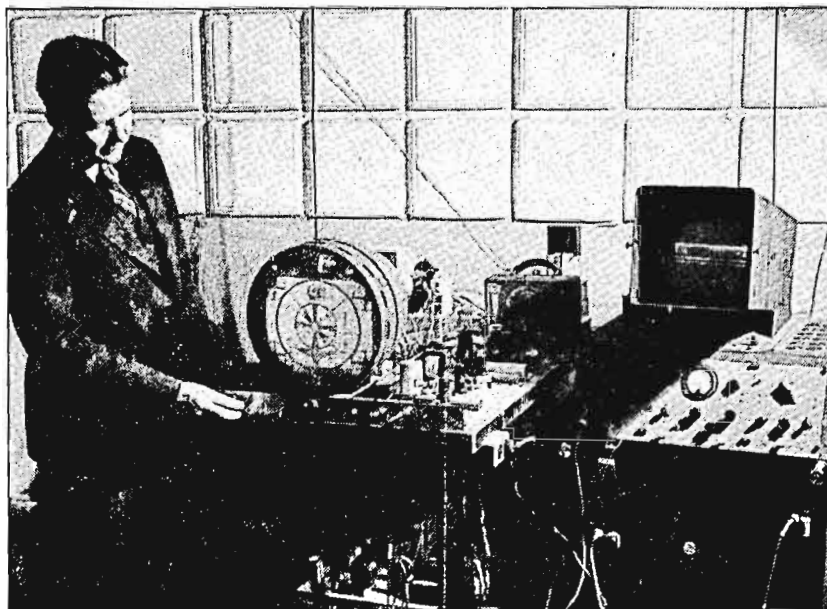
COY

How electronic "paintbrushes" create pictures in our newest art form

There's not a single moving part in a Kinescope —but it gives you pictures in motion

No. 4 in a series outlining high points in television history

Photos from the historical collection of RCA

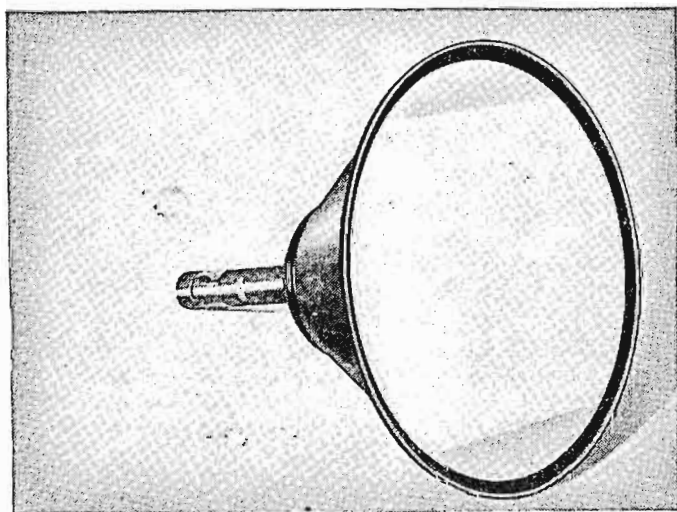


An experimental model of the kinescope—developed by Dr. V. K. Zworykin of RCA Laboratories—is seen undergoing laboratory tests.

● Ever watch an artist at work—seen how his brush moves over the canvas to place a dot here, a shadow, a line, a mass, or highlight there, until a picture is formed?

Next time you're asked how television pictures are made, remember the paintbrush comparison. But the "brush" is a stationary electron gun, and the "paint" is a highly refined coating of fluorescent material made light or dark in orderly pattern by electrons.

Developed by Dr. V. K. Zworykin, now of RCA Laboratories, the kinescope picture tube is one of the scientific advances which gave us *all-electronic* television . . . instead of the crude, and now outmoded, mechanical techniques.



New 16-inch RCA glass-and-metal kinescope picture tube, almost 5 inches shorter than previous types, incorporates a new type of glare-free glass in its faceplate—Filterglass.

Today, through research at RCA Laboratories, these complex kinescope picture tubes are mass-produced at RCA's tube plants in Lancaster, Pa., and Marion, Indiana. Industrial authorities call this operation one of the most breath-taking applications of mass production methods to the job of making a precision instrument.

Thousands of kinescope faceplates must be precisely and evenly coated with a film of absolutely pure fluorescent material . . . the electron gun is perfectly synchronized with the electron beam in the image orthicon tube of RCA television cameras . . . the vacuum produced in each tube must be 10 times more perfect than that in a standard radio tube—or in an electric light bulb!

Once it has been completely assembled, your RCA kinescope picture tube is ready to operate in a home television receiver. In action, an electrically heated surface emits a stream of electrons, and the stream is compressed by finely machined cylinders and pin-holed disks into a pencil-thin beam. Moving back and forth in obedience to a radio signal—faster than the eye can perceive—the beam paints a picture on the face of the kinescope. For each picture, the electron beam must race across the "screen" 525 times. To create the illusion of motion, 30 such pictures are "painted" in every single second.

Yet despite these terrific speeds, there are no moving mechanical parts in an RCA kinescope. You enjoy the newest of our arts because electrons can be made to be obedient.



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

FCC Asked To Amend Rule On Class B, FM

Washington Bureau of RADIO DAILY
 Washington—NAB asked the FCC Friday to amend its rules governing protection of service areas of Class B FM stations. In an original petition to the Commission, NAB said:

"The Commission has recognized 50 UV/M as a satisfactory signal for rural FM sets in that section of the United States designated as Area 11 in the FCC's FM allocation plan (Section 2.23, Standards of Good Engineering Practice). The characteristics of Area 11 are such that most of its large cities are surrounded by rural areas of considerable size. Consequently, in the absence of undue interference, a Class B station in a major city in Area 11 is able to render adequate service to the outlying areas within the station's 50 UV/M contour. It is generally accepted that the rural communities have the poorest reception in the country. Station interference with FM service in these sections would impair the quality of reception still more.

"Although the Commission's standards (Section 2.23) indicate the desirability of providing satisfactory service to these rural areas within the 50 UV/M contour, the Commission's rules permit interference from other FM stations to destroy this already poor coverage, so long as the one MV/M contour of a Class B FM station is not invaded. Therefore, in the interest of rural audiences as well as the Class B FM station in Area 11, it is requested that this petition be designated for hearing on the proposed changes set out below and that the second sentence of Sub-section (2) of Section 3.204 (a) be amended to read as follows:

"The service area of a Class B station in Area 1 will be protected up to the one MV/M contour, and the service area of a Class B station in Area 11 will be protected up to the 50 UV/M contour; however, Class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service."

Special WLAW Program

In celebration of its golden jubilee, the A. B. Sutherland Co., department store in Lawrence, Mass., has slated nine special programs on WLAW, ABC outlet in Lawrence, beginning April 24th and extending for two weeks. Celebration highlights include the unveiling of an oil painting of the store's founder, presentations to six couples (all of different nationalities) celebrating their golden anniversaries, interviews with shoppers and store personnel, history of the store, and musical programs by the Andover Male Chorus. The six couples celebrating anniversaries were found by WLAW's spot commercials.

NEW BUSINESS

WEWS, Cleveland: Standard Oil—10- and 20-second spots, total of 15, through McCann-Erickson. Atlantic Chemical (Dishwasher)—60-second spots, total of 4, Mozley Agency, Atlanta, Ga., is the agency. Spang Baking Co.—Participation in "Distaff" on Thursdays, to April 20, 1950, and participation in "Kitchen Clinic" on Mondays and Tuesdays (renewal) till forbid. Agency: Gregory & House. Minerva Wax Paper Co.—Participation in "Distaff" on Tuesday and Thursday, and in "Kitchen Clinic" on Thursday; renewal for four weeks; ending April 21, 1950, through Howard Grider Ad Agency. Hanna Beverage—10-second spot, once weekly. Renewal of 13 weeks. Trailer Mart, Inc.—ABC Wrestling from Chicago; renewal of 26 weeks from April 12, ending October 4, 1950. Agency is Ohio Advertising. Bireleys—60-second spots, three times weekly. Renewal for 13 times instead of 13 weeks as previously stated. Esquire Novelty—60-second spots, total of 3. Contour Chair—Participation in "Views on the News," twice weekly; renewal for two times, agency is Stern & Warren. General Television—10-second spot, once weekly—addition to 9-spot weekly schedule, till forbid, through Marcus Advertising.

WMAQ, Chicago: Hauser Nash Sales, Inc., Chicago, sponsoring five-a-week musical scoreboard, 6:00-6:15 for 13 weeks. Guenther-Bradford & Co., Chicago, is the agency.

WNBQ, Chicago: Home Container Corporation, Chicago, sponsoring "The Youles at Home, Mondays, 4:00-4:15 p.m. for 13 weeks, through Guild, Bascomb and Bonfigli, Chicago. Saks Fifth Avenue renewed a weekly one-minute announcement. Nash Kelvinator Corporation contracted for one station break weekly from April 19 through May 10. Newell and Granger, Inc., was the agency.

Broadcaster Honored

Worcester, Mass.—The first Annual Isaiiah Thomas Award for "distinguished community service" was presented to George F. Booth, president of radio station WTAG AM & FM, by the Worcester, Mass. Advertising Club, at a civic banquet honoring Mr. Booth, at the Sheraton Hotel recently. For more than a half-century, Mr. Booth has been an active leader, participant and supporter of all major projects for civic and community betterment.

McArney Gets Promotion

Robert M. McArney, who joined ABC in Feb., '49, as stations clearance supervisor of the Sales Service Dept., has boosted to the Stations Dept., it was announced last week by Ernest Lee Jahneke, vice-president in charge of stations for the network.

WNBT, New York: Procter & Gamble Co., for Oxydol, will buy station breaks on Monday for one year. The order was placed by Dancer-Fitzgerald-Sample, Inc. A 13-week contract for participations on the Easy Does It program on Wednesdays has been inked by C. A. Swanson & Sons, for Swanson Foods. Caples Co. placed the deal.

Renewals include The American Cigarette and Cigar Co. for Pall Mall Cigarettes for participations on Easy Does It, Tuesdays and Fridays for 13 weeks. Sullivan, Stauffer, Colwell & Bayles is the agency. Pepsi Cola has renewed sponsorship of the 5:30 p.m. station breaks on Mondays and Wednesdays. Biow Company placed the order through September 6.

Lamont-Corliss & Co. for Ever-Ready Cocoa has signed for another eight weeks on Monday and Friday station breaks through Cecil & Presbrey, Inc.

WGN-TV, Chicago: Cole Brothers Circus sponsoring five weekly one-minute film announcements for three weeks. Schwimmer & Scott is the agency. Atlantic Brewing Co., Chicago, sponsoring "Tavern Pale Beauty Contest," Thursdays, 8:30-9:00 p.m., for 52 weeks. W. B. Doner & Co., Chicago, is the agency. Louis Miller Motor Sales, Inc., Chicago, will sponsor wrestling matches from Madison A. C., Thursdays, 9:00 p.m. to conclusion, for 13 weeks. Futterman-Gerber, Chicago, placed the business. Community Builders, Inc., Skokie, Ill., sponsoring "Feature Film," 9:30 p.m. to conclusion, for 52 weeks, through Kuttner & Kuttner, Chicago.

WENR-TV, Chicago: N. H. Engle & Sons, through Engel Advertising Agency, have ordered sponsorship of the last half of the documentary film service, "Crusade in Europe," effective May 5, through September 28.

Canada Marconi Co. Annual Report Issued

Montreal—The Canadian Marconi Company shows improved results in the year ended December 31, 1949, when compared with the preceding year. The annual report reveals a net profit of \$26,656 in 1949 compared with a net loss of \$388,970 in 1948.

A. H. Ginman, president, notes that in addition to the improved operating results, bank borrowings, which stood at \$2,523,844 at December 31, 1948, were reduced \$1,796,731 at end of 1949, "in spite of the fact that it was found necessary during the year to expend \$260,909 on capital account, mainly for expansion of marine activities of the company."

Gross operating income was \$354,688 against \$103,360 and investment income \$18,750 against \$19,402. Depreciation was \$226,493 against \$227,835. After adjustments surplus account at the year-end stood at \$871,394 against \$713,516.

The balance sheet shows current assets of \$4,249,544 and current liabilities of \$2,600,557, indicating net working capital of \$1,648,987 against \$1,444,918 in 1948. Net fixed assets are shown at \$1,704,174 against \$1,750,247, receivables at \$1,604,411 against \$1,737,775 and inventories at \$2,614,529 against \$2,883,470.


Mr. Ginman states that in spite of increased turnover during the year, and a greater volume of business on hand at the year-end, accounts payable and accrued liabilities have increased but slightly.

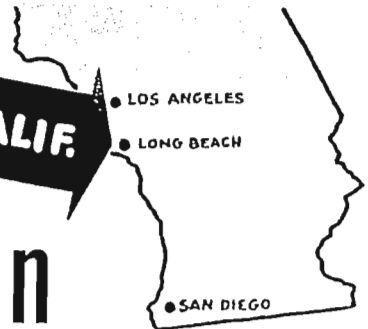
With regard to the overseas telecommunications of the company, Mr. Ginman states that the announced intention of the Canadian Government to expropriate these services has not yet been implemented, although a bill to establish the "Canadian Overseas Telecommunications Corporation" empowering that body to acquire Marconi's trans-oceanic properties, was passed by both Houses of Parliament in November, 1949, and received Royal Assent before the close of the year.

LONG BEACH, CALIF.

customers
more than

ALBANY, N. Y.





LOS ANGELES
 LONG BEACH
 SAN DIEGO

KGER

5,000 watts Dial 1390

The station of the American home

**this March
WNEW had the
highest rating of
any March
in WNEW
history!**



**SOURCE: PULSE, AVERAGE ¼-HOUR
8 a. m. to 8 p. m., Monday through Saturday**

*More and more
your favorite station for music and news*

WNEW

1130 | ON YOUR DIAL

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 14

NEW YORK, THURSDAY, APRIL 20, 1950

TEN CENTS

RADIO-BILLS IN CONGRESS SEEM DEAD

TV Authority Given Jurisdiction Over Actors

TV Labor Fight In View Says Screen Actors Guild

Action taken yesterday by the board of the Associated Actors and Artistes of America (AFL) granting jurisdiction over motion pictures made for television to its new union, Television Authority, will result in an all-out jurisdictional war, the Screen Actors Guild said last night. SAG claims

(Continued on Page 7)

Ask For Daily Labor Program In Canada

Montreal, April 17 — A proposal that labor be given a daily or weekly program on CBC stations was advanced before the Royal Commission on Arts and Science at Ottawa.

Gerard Picard of Montreal, president of the Canadian and Catholic Confederation of Labor, said he

(Continued on Page 5)

Westinghouse Earnings For Quarter Tops 1949

Total sales for the Westinghouse electric appliance division topped the \$40-million in the first three months of 1950 and the month of March was the highest in the company's history, T. J. Newcomb, sales manager, declared yesterday. He

(Continued on Page 2)

On The Social Side

Highlight of the NAB convention's social life was the annual banquet held Tuesday night in the Grand Ballroom of the Stevens Hotel. Many stars of radio, film and the stage passed in review headed by Mickey Rooney, Jackie Miles, Frankie Laine, Betty Reilly, Dick Buckley, Bill Graves and the Dorothy Dorbin Dancers. The William Morris Agency provided the professional entertainment package but the big surprise of the evening was a radio industry comedy trio made up of Ed Kobak, Bill Hedges and Linnea Nelson. Music (all BMI numbers) was furnished by the Lew Diamond Orchestra and the entire production was under the supervision of Carl Haverlin.

ABC First Web To Issue Summer List Propose NAB Study On AM, TV Promotion

With the summer hiatus approaching, ABC has announced a number of new programs and time switches scheduled to take place in May and June. Included are special serials for kids and daytime and nighttime shows.

Ted Malone will start the ball rolling when he launches his half-hour show on May 1. The format for the Monday night at 10 p.m. (EDT)

(Continued on Page 3)

Stewart Named Gen. Mgr. Of Kenyon & Eckhardt, Inc. MGM Announces Release Of 45 R.P.M. Records

D. C. Stewart has been appointed general manager and secretary of Kenyon & Eckhardt, Inc., the agency announced yesterday. Stewart formerly served as assistant treasurer of Petrol Corporation in Baltimore, treasurer of Climatic Control Cor-

(Continued on Page 3)

MGM Records announced yesterday that it will begin release of 45 rpm records some time later this month. Public sale date has been set as about the first of May.

MGM is now producing all three speeds, having added long-playing

(Continued on Page 2)

TV Session At NAB Confab Attracts Largest Turnout

Chicago—Conclusive evidence that the expansion of TV has had its impact on the deliberations of NAB came yesterday when the largest turnout for any one of the convention sessions was on hand for the morning television session at the Eighth Street Theater. Approximately four hundred TV specialists were on hand to participate and the panel discussions covered all phases of operation. As the session unfolded

the TV crowd heard from Eugene Thomas of WOIC, Washington, speaking on NAB-TV, also learned first hand the problems of production on a local level from Robert D. Swezey, manager of WDSU, New Orleans. The agency point of view was given by Marion Harper, Jr., president of McCann Erickson agency.

Harper's figures showed that sales

(Continued on Page 7)

Passage This Year Unlikely, Says Sadowski

Washington Bureau of RADIO DAILY

Washington — The McFarland bill and other pending radio measures appeared as good as dead yesterday. Rep. George Sadowski, Michigan Democrat serving as chairman of the House Interstate Commerce Sub-committee on Communications, said he does not now see any need for hearings

(Continued on Page 5)

CBS 3-Mo. Earnings Double 1949 Period

First quarter earnings for 1950 at CBS were almost double those for the same period last year, William S. Paley, chairman of the board, reported to the stockholders yesterday. The net profit for the period was \$1,626,750 or 95 cents per share, compared with \$855,764 or 50 cents

(Continued on Page 2)

Top Radio Personalities Scheduled For GAB Meet

Many top radio notables have been secured for talks and discussions at the 1950 Radio Institute of the Georgia Association of Broadcasters, slated for May 18th, 19th, and 20th. According to the associa-

(Continued on Page 2)

NAB Attendance

Final check on attendance at this year's NAB convention reveals a total of 2180 as compared with 2500 registered last year. C. E. Arney, NAB Secy., broke down this year's attendance as follows: 343 engineers, 242 independents, 1395 broadcasters at the management conference, and about 200 ladies at the luncheon sessions and banquet.

What A Fire!

Covering a fire is not an unusual event for Courtney Heineman of the KMOX news staff, but a two-alarm in downtown St. Louis last week proved to be quite out of the ordinary. The blaze which wiped out about \$25,000 worth of office equipment was in the Heineman Office Equipment Company—owned by the staffer's father.



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ROME BUREAU

John Percicarl
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 1/8	12 1/4	12 5/8	- 1/4
Admiral Corp.	38 3/4	37	37 7/8	+ 3/4
Am. Tel. & Tel.	156 1/2	156	156 3/8	+ 3/8
CBS A	37 3/4	37	37	- 1
CBS B	37 1/4	37	37	- 5/8
Philco	51 3/8	49 1/4	50 1/2	+ 3/8
RCA Common	22 1/2	22 1/8	22 3/4	+ 1/2
RCA 1st pfd.	79 3/8	79 1/4	79 7/8	+ 3/8
Stewart-Warner	18 3/8	16 3/4	18 1/4	+ 1
Westinghouse	35 3/8	34 7/8	35 3/8	+ 5/8
Zenith Radio	67 3/4	66	67 1/4	+ 1

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	25 5/8	26 5/8
Stromberg-Carlson	17 1/2	19

Wedding Bells

Alma Dettinger, conductor of the "Other People's Business" show over WQXR, was married on Friday, April 14 at the Little Church Around The Corner, to her former partner on the program, Wilbert Newgold.

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★ **COMING AND GOING** ★

HARRY L. GOLDMAN, general manager of WROW, Albany, N. Y., in town this week for conferences at the headquarters of the Mutual network, with which the station is affiliated.

WILLIAM LODGE, vice-president of CBS in charge of general engineering, yesterday was in Toledo, Ohio, where he addressed the members of the Foremen's Club.

GROUCHO MARX, Columbia network luminary, has arrived in New York for a short vacation.

E. R. DALTON, general manager of WAMS, Wilmington, Del., in New York this week on business. The station is an affiliate of the Mutual network. This space erred—humanly—on Wednesday last in calling it an ABC outlet.

C. RICHARD EVANS, manager of KSL and KSL-TV, Salt Lake City, to New York following the close of the NAB convention in Chicago. He'll return to Utah, via Washington, D. C., around May 1.

MARIA GREGORY, Hollywood radio actress, is en route to New York, where she'll spend the next few weeks on business and pleasure.

ED LOWE, president of WNEK, the Mutual network's outlet in Macon, Ga., is in New York on station business.

GEORGE HICKS, announcer and newscaster on NBC, next Monday will be in Birmingham, Ala. His "George Hicks and the News" will originate at WBRC.

BARRY BERNARD, television director for NBC, will fly to Los Angeles a week from today for a series of conferences with TV officials on the West Coast.

HARRISON DUNCAN, owner of WHIT, New Bern, N. C., was welcomed this week at the New York offices of the station's network, Mutual Broadcasting System.

FLORENCE MORRIS, manager of central booking in the program department of the American network, today will leave by plane for a vacation in Europe. She will visit Holland, France, Italy and Switzerland.

MICKEY ROONEY, co-starred with Terry Moore in Columbia Pictures forthcoming "Freddie the Great," is visiting in New York and will be heard Sunday on the "Theater Guild of the Air" over ABC.

Top Radio Personalities Scheduled For GAB Meet

(Continued from Page 1)

tion's prexy, Edwin Mullinax (WLAG, LaGrange, and WSAC, Columbus), Maurice Mitchell will be present to show the film, "Lightning That Talks." Sol Taishoff, of Broadcasting Magazine, several representatives of INS, and other well-knowns of radio will adorn the confab roster. On Friday, the 19th, the GAB has scheduled a closed luncheon session for the purpose of hearing nominations of new officers; voting will take place through mail later.

MGM Announces Release Of 45 R.P.M. Records

(Continued from Page 1)

records to its catalogue last month. First 45 releases will be an album from the musical "Annie Get Your Gun" and duet platters featuring Billy Eckstine and Sara Vaughan.

The company says that it will use the newly-added speed for special items and will make re-issues of choice catalogue items. Emphasis will also be placed on recordings from MGM sound tracks.

Red Ryder Visits Chicago

Concentrating on a western theme, the Harry S. Goodman organization opened its exhibit at the NAB convention by having two beautiful models parade the convention floor dressed in western costume, and also displayed full-scale models of "Red Ryder" and his Indian side-kick "Little Beaver." A second feature is Goodman's new acquisition, the "Ted Lewis Show." As usual, Goodman has many gimmicks up his sleeve to catch the attention of conventioners; such as: passing out one playing card to each conventioner; four similar cards must be found among other conventioners to complete a full house or better to take a prize.

CBS 3-Mo. Earnings Double 1949 Period

(Continued from Page 1)
per share, for the corresponding period in 1949.

Frank Stanton, CBS president claimed that the network has the largest nation-wide audience and highest gross billings of the four networks. He said CBS stations drew 28.8 per cent of the total minutes of listening. This is 11.2 per cent higher than in 1949.

Westinghouse Earnings For Quarter Tops 1949

(Continued from Page 1)

added that prospects for the next three months indicate that the total dollar volume of business will exceed the volume of the first quarter. "Production has been maintained at the division's highest rate in its history," Newcomb said, "and it would be even greater if we could get more porcelain enameling steel that goes into refrigerators, ranges and other products." Also, the official aid employment at plants in Mansfield, Ohio, and Springfield, Mass., had increased. Higher employment is expected, with a peak in May, he reported.

McNeill 5,000th Program Will Be Reached April 21

Chicago—April 21 will be a big milestone for Don McNeill as his ABC Breakfast Club goes on the air for the 5,000th time. The hour-long variety program heard at 9 a.m. (EST) on weekdays was originally started on June 23, 1933, as a fill-in. It is now in its 17th year.

Jocko the Jockey



There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H, the big independent with the big audience.

Just a little bit of money goes a long way on W-I-T-H! That's because W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W-I-T-H story.

Propose NAB Study On AM, TV Promotion

(Continued from Page 1)
would entail a realignment of the staff operating under Maurice Mitchell.

Another resolution which was the outgrowth of a proposal made by Morris Novik, radio consultant at the FM session on Monday, who had complained that many important TV receiver manufacturers failed to include FM tuners in their receivers. The resolution adopted yesterday was that the FM members on NAB request television set manufacturers to install FM tuners in all receivers.

Among other resolutions adopted were those commending the Board of NAB, the officers of the Association and the convention committees for their services.

Zenith Declares Dividend

Directors of the Zenith Radio Corporation have declared a \$2 dividend payable April 29 to stockholders of record on April 14. In addition, the directors also voted to pay quarterly dividends, the first of which will be made on July 31 to holders of record on July 14. On March 10, the company had announced that estimated net profits for the nine months preceding Jan. 31, 1950, were at \$3,138,938, equal to \$6.37 a share, which compared with a net earning of \$4.11 a share in the preceding comparable period. Announcement of the dividend stated additionally: "Full consideration was given the company's future requirements for working capital to handle an increased volume of business and the possibility of acquiring additional facilities for that purpose."

ABC First Web To Announce Summer Shows, Time Shifts

(Continued from Page 1)
feature calls for interviews with a human interest angle. Walter Kierman will follow on May 10 as emcee of a new half-hour Wednesday night panel program, "Cliche Quiz," from 8:30 to 9 p.m. (EDT).

The Thursday night line-up will be considerably altered on May 11 when "Gregory Hood" moves into the 8 to 8:30 p.m. slot and "Blondie" takes over from 8:30 to 9 p.m. Another change will take place on Thursday, June 11, when Paul Harvey replaces "Robert Montgomery Speaking" from 9:45 to 10 p.m.

No changes are set for Friday evenings, but on Saturday p.m., the Sleepy Hollow Gang will take over the 10 to 10:30 position with "Saturday at the Shamrock" to follow from 10:30 to 11 p.m. No date has been set as yet for the changes.

On Sunday nights, an inspirational program, untitled as yet, will be run from 5 to 5:30 p.m., beginning May 21. "Think Fast," a question and answer series, will be placed in the 5:30 to 6 p.m. time on the same date.

"Bud Collyer's Happy Landing," a session of interviews with passengers at New York airline terminals, will be one of two new afternoon features, Monday - through - Friday from 3:30 to 4 p.m., effective June 19. The other weekday show, "Conversation With Casey," presenting Tom Carey, Chicago disc jockey, will start on June 19 also and will be heard from 4:30 to 4:45 p.m.

"Superman" will resume his exploits when he returns to ABC on Monday and Wednesday from 5:30 to 6 p.m., effective June 5. "Fun House," another children's program featuring unusual records, will be spotted in the 5 to 5:30 p.m. opening, starting June 12 on all weekdays except Wednesday.

"Challenge of the Yukon" will take over on Wednesdays from 5 to 5:30 p.m. on June 14 while "Sky King" will be moved to the Tuesday and Thursday time from 5:30 to 6 p.m. "Green Hornet" will fill the Friday slot, effective June 9, at the same hour.

Stewart Named Gen. Mgr. Of Kenyon & Eckhardt, Inc.

(Continued from Page 1)
poration in the same city, director of George L. Ralph, Inc., Salisbury, Md. and assistant secretary and assistant treasurer of Community Oil Company of Charleston, West Virginia.

Joined Agency in 1946
He joined Kenyon and Eckhardt in 1946 and was named secretary in September, 1947. During the war he was in the electronics division of the Navy.

The post of general manager at the agency is newly created.

Skelton Leads Latest Nielsen Pacific Ratings

Pacific-area Nielsen-Ratings for the month of February list the top three shows as: Red Skelton, 27.7 per cent; Charlie McCarthy, 24.5; "Lux Radio Theater," 23.7.

Other programs among Nielsen's top twenty were the following once-a-week evening shows: "People Are Funny," 23.1; Fibber McGee & Molly," 22.0; Jack Benny, 21.9; "Let George Do It," 18.7; Horace Heidt, 18.1; Bing Crosby, 18.0; Judy Canova, 17.7; Bob Hope, 17.7; "Our Miss Brooks," 17.3; Walter Winchell, 17.3; "Grand Ole Opry," 17.2; "The Whistler," 17.1; "This Is Your FBI," 17.1; "Fat Man," 17.1; "Great Gilderleeve," 16.7; "Inner Sanctum," 16.3; "You Bet Your Life," 16.1.

WHOM Renews FCC Plea For Move To New York

Washington—A plea has been registered with the FCC this week by WHOM, Jersey City, for permission to move its studios across the river to New York. Better service to its foreign language listeners in New York and better compliance with the proposals made to the Commission since the station was bought by Generoso Pope would result, the Commission was told.

Ricca Panel Member

Ernest Ricca, president of the Radio-Television Directors Guild and an instructor of radio direction and production at Fordham University, was a member of the radio panel on "Commercial and College Radio" at the "Eastern Public Speaking Conference," at the Hotel New Yorker this week. The chosen topic was: "What the professional and talent fields require in Radio Educational Training."

Withdraws Suit

Montreal—The man who claims to have invented radio bingo today withdrew a suit against the Ottawa Lions Club for allegedly using the game without permission.

Julian Riopelle of Montreal, who says he holds patents on radio bingo withdrew the charge before the Exchequer Court. Costs of the case were awarded to the defendant. The club produced one radio bingo game in Ottawa before the CBC banned it recently.

Edward T. Batchelder

Edward T. Batchelder, vice-president and secretary of the Association of National Advertisers, died at his home in North Tarrytown, N. Y. on Sunday night. Batchelder was 44. Before coming to the association in 1936, he served in the merchandising departments of Macy's and Altman's stores.

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New Books

REVISED and enlarged edition of Max Wylie's "Radio and Television Writing," which has just been published by Rinehart (New York, 635 pp., \$6.50), is probably the best book of its kind that has yet been made available to the neophyte writer in the radio and television media. In addition, it contains much of interest to the established writer, and to directors, agency men and station programming personnel.

"Radio and Television Writing is in reality a compilation of expert opinion on numerous phases of radio and video scripting which is held together by Mr. Wylie's succinct running commentary. Contributors include Ossie Nelson (on comedy, naturally), Paul White (news), Robert Landry, John Swayze (commercial copy), Milton Geiger, Norman Corwin, Agnes Eckhardt, Henry Morgan, Archibald MacLeish, Abe Burrows and a host of others who know whereof they speak.

On television we hear from Worthington Miner, Leonard Hole, Jini Boyd O'Connor and William L. Stuart.

As might be expected, the video section is nowhere near as complete as are the chapters devoted to radio writing. But, as Mr. Wylie points out, the new medium is nowhere comparable in its development to the considerably longer established radio.

Mr. Wylie's book is readable and interesting, and, additionally, has the advantage of being packed full of pertinent information on a much maligned and misunderstood field of writing. It deserves a place in every radio library.

—SILAG

Piston Ring Co. Sponsors Indianapolis Race On MBS

The 500-mile Indianapolis Speedway Race on May 30 this year will be covered exclusively by the Mutual network under the sponsorship of the Perfect Circle Piston Ring Company of Hagerstown, Indiana. Color will be presented by Bill Slater on the first of the broadcasts at 11:45 a.m. (EDT). Early lap results will be given over Mutual at 1:30 p.m. (EDT) while the three-quarter mark description will be given from 3:00 to 3:15 p.m. (EDT). The conclusion of the race will be covered beginning at 4 p.m. Henri, Hurst & McDonald of Chicago is the agency handling the Perfect Circle account.

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By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Tallulah Bankhead has a Tallulah of an idea for a radio series—but it would prob'ly give ulcers to any producer who took it on. (She'd like to chat about the people she's seen, the places she's visited, the shows she's appeared in, etc.—all extemporaneous. And you know Tallulah when she's being extemporaneous). . . . Lip readers are getting an added kick out of telecast wrestling by ignoring contests and concentrating on what the rasslers are saying to each other and the referee. Such Noel Cowardesque dialog. . . . According to Bernie (Big Story) Prockter who did the research, Gene Lowall, of the Denver Post, is the only crime editor of a newspaper in the country. . . . Best definition of Bob music is offered by pianist Geo. Shearing: "A case of hear today—and real gone tomorrow." . . . Soon to make its debut will be a bedroom "ceiling television set" controlled from a bedside panel. . . . Radio Row is still buzzing about the alleged back-stabbing in the recent axing of a daytime radio personality—the result of a bitter feud with the network's promotion director who finally succeeded in his maneuvers. . . . Milt Ebbins, Billy Eckstine's manager, is huddling with Wm. Morris over a five-times-weekly air show for the crooner to emanate from H'wood this summer.

☆ ☆ ☆ ☆

● ● ● The new situation in Tin Pan Alley should rate a feature. This is it in a nutshell: Music publishers are now seeing everybody. No one is turned away and all songs are being carefully considered. The reasons are manifold. With the sudden switch in music styles, and Hillbilly and novelty tunes catapulting the record biz to its greatest peak in years, the publishers are afraid to pass anything up. Most of the biggest hits in the past six months have been by newcomers, so the field is now wide open for new writers. Singers are also in a frantic scramble for new novelty material, so if you ever thawt you could whip up a ditty, now's the time. (But don't send them to us. . . . send them to Nick Kenny).

☆ ☆ ☆ ☆

● ● ● Kate Smith is being immortalized in a ten-foot mural being painted by artist Moe Luff for the auditorium of the University Settlement House on the lower East Side—the country's oldest settlement. It's in gratitude for the non-sectarian choral group that Kate and Ted Collins are sponsoring for the city's underprivileged kids. Prob'ly no singer in the history of radio has become as beloved by the so-called 'common folk' as Kate, yet, when Collins and Smith began their commentary show 12 years ago the critics argued that the people would never accept a singer in the role of radio philosopher. Kate demonstrated that not only could she sing "God Bless America"—she could speak it as well. Today her commentary on 400 stations is as popular as her singing.

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** Wm. Holden and Brenda Marshall (Mr. and Mrs. in private life) will play husband and wife in "Firefly Lamp" on "Cavalcade of America," Tuesday p.m. . . . Larry Schwab, Jr., readying three new TV stanzas for NBC: "Name it and Claim it" (a quizzer formerly on radio as "Fun and Fortune")—"The Tale of a Tune," a musical-dramatic series—and "Television Screen Magazine." . . . Paul Manning, featured on ABC's "Gentlemen of the Press" the other nite, showed plenty of reasons why he oughta be on the air regularly with his fascinating journalistic coverage.

SAN FRANCISCO

By NOEL CORBETT

HAROLD M. PARTELOW named KNBC's assistant manager of advertising and promotion. Partelow comes from the ad department of the Palo Alto Times.

Ruth Funk is now secretary to Clark George, new CBS Pacific News sales manager here.

Morie Morrison, sports writer who has a TV show on KGO-TV, was guest speaker at the Milline Club. He discussed the trout fishing season which opens next month.

George W. Caswell Coffee Company has signed on KRON-TV for a series of live announcements. Deal was set through Long Ad Agency Pacific Greyhound Corp., has signed a 52-week contract with KCBS for "Romance of the High ways." An 11 ayem show on Sundays, it runs for fifteen minutes. Deal was set by Beaumont & Hohman agency.

Lou Simon, KPIX commercial manager, announced Wiseman's Appliances of Berkeley and the Frigidaire Division of General Motors will sponsor "Kids' Capers" every Friday. Show is emceed by Wally King, with Edna Fischer, popular Bay Area pianist, and King's 3-year-old youngster, assisting. Contestants are under 14.

Philip G. Lasky of the Associated Broadcasters, Inc., and v-p of KPIX has appointed The Katz Agency as national TV rep. Lasky announced that additional emphasis would be placed on production of live shows for national sponsors.

The annual Stanford-NBC Radio-Television Institute starts June 22. Fourteen courses will be given bringing out latest developments in the mediums. KNBC's facilities will be used in the instruction, as well as that of equipment in Stanford's student-operated station, KZSU.

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HENRY GREENFIELD, Mgr. Director N.Y. 19

Radio-Bills Passage Unlikely This Year

(Continued from Page 1)

on radio legislation this year. If Committee Chairman Robert J. Crosser or a number of members of the sub-committee feel otherwise, Sadowski is willing to try to schedule hearings, he said—but it seems useless since he does not believe any legislation can be expected from the present Congress.

He is not willing to move to advance the Senate-passed McFarland bill, which he looks upon as a network measure, and he believes that the Commission's own reorganization moves of the past several weeks have demonstrated that there is no pressing need for revision of the Communications Act now. At any rate, he feels, it would be well to watch and see what happens under the reorganization plans of the FCC.

Sadowski only recently returned to full duty following a heart attack that kept him out of service for some ten weeks. He is planning to seek re-election, and believes he will be able to continue his Congressional service.

He is willing to postpone action this year on his bill to provide for licensing of networks and intermediary penalties for the FCC short of license revocation, he said, since there is little chance such measures could get through both houses and become part of the Communications Act this year.

Day Named ABC Spot Sales Ass't Manager

Harold Day has been named assistant manager of the ABC spot sales department, Ralph Dennis, manager of the department announced yesterday. Day will continue to have supervision over spot sales development for the network.

Prior to joining the network in 1942, Day was a copy writer with J. J. Lennen & Mitchell, Inc., assistant advertising and sales promotion manager with General Electric Company and advertising manager of Schenley Distillers, Inc. He has served with ABC as manager of cooperative program sales and director of sales development for ABC spot sales.

Lansing Choir On ABC Apr. 23

Lansing, Mich.—Lansing's Juvenile Choir will take a bow over ABC on Sunday, April 23 from 5 to 5:30 p.m., launching a new series of shows which on following broadcasts will be heard only on WJIN, Lansing, under the sponsorship of General Motors. Members of the choir, ranging in age from eight to 15 years, number 300 and are children of Oldsmobile and Fisher Body employees.

The choir was formed in 1934 and is currently traveling throughout Michigan, performing under the auspices of General Motors.

P R O M O T I O N

WRBL Publishes "Cycle"

Getting close to its listeners, WRBL, the CBS affiliate in Columbus, Georgia, published a twelve-page newspaper "Cycle" to introduce the public to its new studios. Written and compiled by the station personnel, the paper explains all station operations, applauds local talent, and describes the improvements in the new studios. Congratulatory advertisements were placed in the paper by companies wishing to call the public's attention to their products and equipment used in the new station's construction.

Occupying ten thousand feet of floor space and housing four studios, a master control, and company offices, the completely modern air-conditioned studios house both AM and FM operations. Two 210-foot towers beam the station's 5,000 watt AM functions, while a 150-foot tower behind the station beams the WRBL-FM programs to another transmitter on a mountain top thirty-two miles north of Columbus where they are sent out with a radiated power of 46,200 watts to a large Georgia audience.

Personal Introductions

After two years of broadcasting, WCSS, Amsterdam, New York, finally introduced its public to the station staff in a one-hour anniversary celebration when announcer Jack Griswold took over the introductions on "Meet the Staff." Besides

Fishing Contest

For the third consecutive year, WSYR, Syracuse, is again sponsoring its fishing contest in cooperation with the New York State Conservation Department.

Prizes, furnished by the Gladding Line Company of South Oselic, N. Y., are awarded by WSYR to each fisherman returning a tag from a specially tagged brown trout to the station. Valuable information as to where, when and how the fish was caught is forwarded to the State Conservation Department for its fish migration studies.

Lucky-Day Gimmick

In celebration of his WADC's silver anniversary in broadcasting in Akron, Ohio, Allen T. Simmons, owner and operator, launched a silver campaign of two gimmick gifts over a two-week period mainly consumed by teasers. During the first few days of the campaign, teasers prodded the audience to listen for special surprise gifts which turned out to be 52-piece silver service sets to people in the Akron area born on April 8, 1925, the day the station first went on the air. Later, silver gifts were awarded every child born on April 8th, 1950, in Akron, which amounted to approximately thirty

gifts. promoting good will, it relieved "ham" frustrations of staff technicians.

Denver Summer Session Offers Radio Courses

Five special radio workshops and clinics are being made available at the University of Denver this summer by a seasoned faculty including: Albert N. Williams, former network producer and radio editor of the Saturday Review of Literature; Betty Girling, director of the School of the Air at the University of Minnesota; Noel Jordan, former director of mobile services for NBC television; and representatives of the industry and the NAB yet to be announced.

During the first term of the summer school (June 21-July 22) workshops will concern television, radio arts, and radio education; the final term (July 24-Aug. 23) is given over to the annual professional radio clinic taking up specific problems of broadcasting.

Robbins Replaces Wilson

Going to another night eatery to find a replacement for the Earl Wilson Show, WINS has placed Fred Robbins in Howard Johnson's 57th Street and will air the show from 11 p.m. to midnight, Monday through Saturday. The show, "Robbins Nest," is sponsored by two tele dealers, Air King and Schoenfeld Electric. Wilson from Monte's switched his show to WJZ.

IRB Defers Effective Date Of Tax On Loud Speakers

Washington Bureau of RADIO DAILY
Washington — RMA announced Friday that the Internal Revenue Bureau has postponed the effective date of a ruling applying the 10 per cent Federal excise tax to loud speakers, whether or not they have coupling devices. RMA had pleaded that it would impose a severe hardship on speaker manufacturers, distributors and dealers.

The postponement is from Oct. 26, 1949, when the ruling was announced, until May 1, 1950, and affords time for speaker manufacturers to adjust their price lists and catalogues.

Under the ruling in effect from June, 1948, to Oct. 26, 1949, the Treasury held that only those loud speakers which were suitable for use with radios without a coupling device and those which were sold with a coupling device which made them suitable for such use were taxable. This position was modified by the ruling of Oct. 26, 1949, under which it was held that all speakers which are suitable for use with radios or phonographs are subject to the tax regardless of whether they are sold with coupling devices.

The new ruling specifies, as provided in the RMA plea for postponement of the tax, that speaker man-

Ask For Daily Labor Program In Canada

(Continued from Page 1)

would like to see something for labor like the daily farm broadcasts made by the CBC.

Picard gave the testimony while submitting a brief on behalf on the CCCL. Other briefs were submitted by La Chambre de Commerce from Montreal, by the Canadian Museums Association and by the 4-H clubs from Quebec.

In his testimony, Mr. Picard said that last year during the strike in Quebec asbestos mines the provincial minister of labor had used the free time provided by the CBC for political broadcasts to criticize the stand taken by labor.

The CCCL had attempted to buy time from the CBC to answer to the criticisms but was told that under the regulations it could not be given time.

Favors Abolition of Fee

The CCCL was opposed to any increase in license fees and would favor abolition of the present fee of \$2.50 a year.

La Chambre de Commerce urged that a government body outside of the CBC be established to regulate radio. It also said that provincial governments should be allowed to own and operate radio stations.

The brief, presented by Gilbert Latour, suggested that the CBC should withdraw from the field of commercial advertising.

The 4-H clubs urged that the CBC sponsor programs that would instruct rural youngsters in such things as natural sciences, citizenship and folklore.

The Museums Association said there is a lack of properly trained curators and museum staffs in Canada. It felt that this would be remedied by the establishment of recognized qualifications along with appropriate salary scale.

Agency Lists Mailed To BMB Subscribers

Lists of advertising agencies and other organizations receiving copies of the second survey made by Broadcast Measurement Bureau have been sent to subscribing stations according to Dr. Kenneth Baker, acting BMB president. Stations were not informed of organizations receiving the first study and many voiced complaints, Baker said.

Baker also revealed that BMB has been kept busy in recent weeks preparing additional copies of reports for stations, processing non-subscribing station data for subscribers and making individual station reports.

Manufacturers shall be liable for any increased prices or billings made on the basis of, and since, the Oct. 26 ruling. Also the ruling states that claims for refunds or credits of any taxes thus collected and paid under the Oct. 26 ruling will not be allowed.

WSNY, Schenectady, Involved In FCC Pleas

Schenectady — Two applications were filed simultaneously this week with the FCC on behalf of two Schenectady broadcasting corporations. An application requesting transfer of control of WSNY to Winslow Leighton, its president, was filed on behalf of Leighton, WSNY, George R. Nelson, a former vice-president and William G. Avery, former secretary. This application was based upon a settlement agreement between WSNY and Leighton with Nelson and Avery, signed on March 25th, whereby Leighton will purchase all of the stock now owned by the two former officers of WSNY.

The agreement is contingent on favorable action by the FCC in granting the application, renewing the license of WSNY on a regular basis and in dismissing all actions previously brought by Nelson and others against WSNY. Nelson, under the terms of the agreement, also agrees to withdraw on behalf of himself and all other plaintiffs all actions now pending in New York State and to deliver releases to all defendants in these actions. Nelson further agrees not to engage in the broadcasting business in the Schenectady area for a period of 10 years. The agreement further provides for complete settlement of the affairs of Leighton & Nelson, advertising agency, which was dissolved in June 1948.

The second application filed yesterday with the FCC, provides for the withdrawal, by Public Service Broadcasting Corporation, of which Nelson is president, of its application for a radio station in Schenectady which proposed to use the facilities now licensed to WSNY. Approval of this request by the Federal Communications Commission would mean that the application of Public Service Broadcasting Corporation would be dismissed and the way cleared for the renewal of WSNY's regular broadcasting license.

Galusha Appointed

Appointment of Merl Galusha as supervisor of farm broadcasting at WGY and television station WGRB, Schenectady, has been announced by Robert B. Hanna, Jr., manager of stations WGY, WGF, and WGRB. Coming to WGY-WGRB after serving as a teacher of vocational agriculture at the Cambridge, N. Y. Central School, Galusha succeeds Bill Givens who takes over the post of supervisor of promotion.

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WINDY CITY WORDAGE

By HERB KRAUS

● ● ● NBC's new Saturday night variety show got off to an enthusiastic start in Chicago with Jack Carter and the gang, and provides a welcome addition to Chicago's week-end entertainment.

Chicago

The show continues with one change—orchestra leader "Whitey" Berquist has been replaced by popular maestro Lou Breeze. . . . Jack Shefrin has resigned as program director of WOAK, Chicago-Oak Park FM, to do free-lance writing. A new AM station is scheduled for Oak Park soon.

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● ● ● Irv Kupcinet took to the video waves last week with his new variety show "Request Performance," over WGN-TV at Jack Benny time 6:00-6:30 p.m. . . . Victor Borge, "Doodles" weaver of the Spike Jones entourage, and Art Lund were guests. WBBM is using its own diesel engine generator for four hours and 15 minutes a day to help reduce its use of public service power. . . . Murray Grabhorn, vice-president of ABC owned and operated stations and a former president of the Radio Executives Club of New York, visited Chicago last week and addressed the Chicago Radio Management luncheon. . . . He discussed, "Radio and Its Relationship to All Other Media."

☆ ☆ ☆ ☆

● ● ● Bill Stuart, dean of Chicago's political correspondents, who dates back to the Altgeld era in Illinois politics (1892-1900 to the younger generation) begins a commentary show "Heard and Seen" over WMOR Friday at 8:45 p.m. . . . Stuart wrote a political news column for THE CHICAGO AMERICAN for 20 years, and for the past decade has edited his own newsletter.

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● ● ● Electric Association reports 386,018 TV sets in Chi as of Jan. 1. . . . Chester Gould, who pens Dick Tracy, guested by cartoonist Vaughn Shoemaker on latter's WENR-TV chalk session. . . . CBS color television was demonstrated before 4,000 members of the Chi Medical Society during meetings at the Palmer House. . . . The medics witnessed operations in progress at St. Luke's Hospital, less than two miles away. . . . A special broadcast in conjunction with the dedication of new Sinai Temple on city's south side slated for WGN-TV.

☆ ☆ ☆ ☆

● ● ● Bob Lee, singing star of many radio and TV shows around Chicago since 1941, doing a terrific job for Jim Ameche at WFJL. . . . Local radio editors expect a storm of protests when Uncle Mistletoe, a local children's favorite, leaves WENR-TV today. . . . Although many local sponsors would probably like the show, Marshall Field's controls the name and format, and the program will probably die a natural death. . . . Now that its new floating studio 6A is practically completed, WGN-TV has begun remodeling its old studio 1, which used to be one of the finest AM audience studios in the country. The back wall is being broken out and a gigantic television stage will be added. . . . Sheryl Leonard, who looked pretty around WBKB in its early days, getting ready to return to television.

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● ● ● "Chicago's one-man radio industry" is what Marvin Miller was called in 1944 when he was doing an average of 45 broadcasts a week out of Chicago. Today, Marvin is making a new name for himself in his first regular television series, "Mysteries of Chinatown," in which he is co-starred as Dr. Yat Fu on KECA-TV. . . . Vivian Blaine, the singing star of stage and screen, has been signed by Jack Benny as leading feminine star on Benny's forthcoming one-night stand tour with Phil Harris and Rochester. Also signed for the tour are the sensational Wiere Bros., and the Stewart Morgan dancers, with one more act still to be set. Phil Harris' orchestra will also make the 21 city jaunt which is slated to tee off in Wichita, Kansas on May 16th.

Shouse Denies Rumor Of WLW Shift To CBS

Cincinnati—WLW will not give up its NBC affiliation, James D. Shouse, chairman of the board of the Crosley Corporation, operators of the 50 kw clear-channel outlet, declared yesterday. Said the chairman: "I can see how the rumor of changing affiliation got started, when someone learned that I requested our attorneys to determine our rights as a licensee under network regulations to accept programs of other networks. In addition to the basic program structure of NBC, WLW carries some programs originating from Mutual. No similar agreement has been negotiated with any other network. So far, our study has been purely an intellectual exercise. We have no intention or desire to give up our affiliation with NBC."

Scandinavian Airlines Launch Heavy Spot Drive

A 38-week campaign of radio spots has been launched on the Mid-night Sun Broadcasting Co. stations (KFAR, Fairbanks, and KENI, Anchorage, Alaska) by the Scandinavian Airlines System. Chief purpose of the spots is to plug the company's air service from New York to Scandinavian countries; agency on the negotiation was Wendell P. Colton Co., New York.

Swisher Named At KOIL

The appointment of Arden Swisher as sales manager of KOIL, Omaha, has been announced by W. J. Newens, station mgr. Swisher came to KOIL from the regional office of WNAX, Sioux City, Iowa, and had been affiliated with the Cowles Broadcasting Co. prior to that. For Cowles, Swisher's duties included merchandising and promotion manager of KRNT, Des Moines; WNZX, Sioux City, and WMT, Cedar Rapids.

Stork News

E. H. P. James, formerly of the Mutual network and now promotion director of the Steuben Glass Co., is the father of a daughter, Phyllis Victoria, born to Mrs. James on April 12.

Richard Bruskin, television director of Advertest Research, New Brunswick, N. J., has announced the arrival of David Bruce, born to Mrs. Bruskin on April 7 in New Brunswick.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 20, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV-A GIVEN ACTOR-JURISDICTION

TELE TOPICS

A POINT of considerable interest to local television stations across the country is the coming summer hiatus period in this, video's biggest year to date. Radio has always been able to fill the time vacated by the name shows with series of musical and mystery drama programs which, in addition to being relatively inexpensive, have always been created for light listening. From the advertiser's point of view, this has not been too bad, because he could always count on a substantial out-of-home audience. But is the same thing true of TV? CBS yesterday announced that Ken Murray, "Suspense," "Ford Theater," "Fred Waring," "The Goldbergs," "Silver Theater," "Talent Scouts," "Ed Wynn," and the "Peoples Platform" were going off the air for the summer. What takes their place and the place of the top shows which are going to take summer vacations from the other webs, on which a lot of local stations depend for "name" programming?

THE TAB for first half-hour of NBC's "Saturday Night Revue" gets picked up Oct. 22 by Clinton Foods Co. . . . Tony Mazzato upped at WPIX to director of film programs. . . . WNBT rings up the curtain April 20 on "Cafe Continental" featuring European Variety Acts filmed in London. . . . Campbell-Ewald's one-minute video film for Chevrolet titled "Guber's Secret" took one of three "Awards for Distinctive Merit" given by Art Directors' Club of New York. . . . William S. Roach, VP of the Natl. TV Film Council, honored at surprise farewell luncheon of the Council before departing for UNESCO duties in Paris on May 2. . . . Comic book based on NBC's "Martin Kane, Private Eye" now on stands. . . . KRLD-TV, Dallas, has sold exclusive telecasts of Dallas Eagles home games to Fritos Co. and Gulf Brewing Co., debut April 11 from the Cotton Bowl stadium.

"STOP THE RECORD" of WGN-TV goes into the hands of Gen. Artists Corp. for national syndication. . . . Writer Michael Arlen slated to star in NBC's "Cads, Scoundrels, and Charming Ladies," premiere is April 25. . . . Charles Cresswell, formerly with Bigelow-Sanford, appointed new controller of NBC-TV. . . . Abs Beckwith is new sales director of Perry Gross Prods (Lopez and Putnam shows). . . . WJIM-TV, Lansing, Mich., sets launched May 1st as NBC and ABC affiliate as well as CBS (as stated in yesterday's col'm). . . . Morey Amsterdam celebrates "Silver Swan Cafe" 2nd anniversary on DuMont April 20. . . . WENR-TV, Chicago, now programming from 6:00 P. M. Mon. through Fri., quarter-hour earlier. . . . "Mr. and Mrs. North" (CBS) may also be video feature in the Fall.

Spellman Leads TV In Catholic Charities

Television in the New York area has pitched in with pledges of substantial time and talent toward the annual appeal of New York Catholic Charities which tees off on Sunday, April 23. First of the contributions is a WABD program on Sunday at 8:30 p.m. led by Cardinal Spellman with Vivian della Chiesa, lyric soprano, and the St. Patrick's Choir. Throughout the week, a five-minute film showing William Gargan in a narration of "Casey at the Bat" will make a pitch for the drive via all N. Y. television outlets. Bob Emery's "Small Fry" programs over DuMont will use children from N. Y. Catholic child-care agencies as new talent during the drive.

Rebroadcasts of radio programs previously announced will be heard on metropolitan stations WBNX, WMGM, WQXR, WOV, WFDR, and WINS, and stations throughout the ten counties of the Archdiocese among which are: WLNA, Peekskill; WALL, Middletown; WKIP, Poughkeepsie; WGNV, Newburgh; WVOX, Monticello; WGNR-FM, New Rochelle; WFAS, White Plains; and WKNY, Kingston.

Gifford Phillips' Sets Up Own Telepix Release Firm

Hollywood—Gifford Phillips' Tee-Vee Film Co. has established its own video film releasing organization, the first major tele-pix production firm to do so, according to an an-

Gross Offers Telephone Color Sets For \$200

S. W. Gross, president of the Tele-tone Corp. of N. Y. has told the FCC his company was prepared to produce 10-inch CBS color TV receivers to retail at \$200 if the FCC approved of CBS color system. The \$200 price is a \$20 reduction from the \$220, Mr. Gross had quoted to the Commission, when he testified here last fall. The reduction, he explained, was in line with the general reduction in TV receiver prices this year. Tele-tone produces now at the rate of 250,000 black and white sets a year.

Cogan Also Makes Offer

Earlier David H. Cogan, president of Air King Products, Brooklyn, said his firm was prepared if the FCC approves CBS color to produce color sets within 90 days of the Commission's decision with a complete change over to color set manufacture within 6 to 9 months. His firm now makes 20,000 black and white sets a month he said.

John Schubert, vice-president in charge of Bertman Electric Company of Chicago testified that his firm would make a color converter to retail for \$55 in the event of FCC's approval of CBS color. This converter would produce a 10-inch color picture on present black and white sets.

nouncement yesterday by vice-president Marc Frederick. He said that the organization's first contact men, David Fred and Thomas Milana, had already been appointed.

TV Session At NAB Confab Draws Largest Attendance

(Continued from Page 1)

results in TV areas are from 19 per cent to 37 per cent better than in non-TV regions. He pointed out that although TV did not pay off dollar-wise for sponsors last year—although it did get good results—it looks like this year it probably will. He gave three hints to TV station owners to increase business:

(1) Provide adequate descriptive data on the medium in relation to the market; (2) collect result data on the successful local use of the medium, and (3) be flexible in use of the medium for advertisers.

Swezey in the early part of his talk emphasized the importance of

doing a sound and fairly extensive live local program job. He said that an examination of program schedules of TV stations across the country indicate there are quite a number of local formats which are generally acceptable in all communities. Children's programs; women's programs, fashions, shopping, cooking and other household features were listed among the categories.

Cautious Broadcasters

Swezey cautioned the broadcasters that "they must resist the natural inclination to restrict their thinking and their efforts to this month's profit and loss statement."

Authority Includes Movies Made For TV

(Continued from Page 1)

that complete authority in the motion picture field was granted to their union under a charter of the 4-A's made in 1939.

The Screen Actors Guild reported that it had informed the board that motion picture actors will refuse to recognize or be bound by the "illegal action" taken yesterday. Said the Guild: "The individuals who voted for this jurisdictional raid on the film guilds are the same individuals who head Television Authority, thus they met with their 4-A's hats on to try to legalize their own illegal, attempted steal from the film guilds."

The SAG board labelled the action a deliberate declaration of jurisdictional war against the two film guilds, SAG and the Screen Extras Guild. "You cannot alter or affect in any way the Guild's status under its basic contracts as the collective bargaining representative for motion picture actors."

TA had turned the question of jurisdiction over to the Four-A's, claiming that it, as parent body of both unions had the constitutional right to decide. The video union said the real issue was a proposal that joint membership meetings of the two bodies be empowered to settle deadlocks by a 75 per cent membership vote. TA said SAG wanted absolute control over film-TV, while giving it jurisdiction over live TV.

The guild says it holds contracts with several hundred producers, composing the overwhelming majority of employers engaged in the making of motion pictures for video. These companies, SAG said, "have historically recognized and now recognize the Screen Actors Guild as the exclusive bargaining agent for actors employed in the production of motion pictures however exhibited."

Snake Pit

Lon Valonta, CBS-TV director of "Lamp Unto My Feet," was yesterday presented with "The Snake Pit Award" by members of the technical staff of the show. Award was given because the last show in the series was presented in the face of "mountainous obstacles." Technical crew hopes to make the award a permanent thing to be awarded directors who get their shows on the air—despite difficulties.

Private Canadian Stations Urge Shift

Montreal—Establishment of a new pattern for regulating radio broadcasting in Canada has been urged before the Royal Commission on Arts and Sciences by a group of privately-owned stations.

The group, comprising 11 independent stations working co-operatively under the general term of All-Canada Mutually Operated Radio Stations recommended:

1. Establishment of an independent radio broadcasting board to license radio stations and make regulations governing all broadcasting.

2. The Transport Department act as a police body and report breaches of regulations to the independent board for action.

3. There be forms of punishment besides cancellation of licenses for breaches of regulations.

4. Privately-owned stations be given the right to develop regional, provincial and national networks.

The group which uses the short title "Acmo" includes stations: CJVI, Victoria; CKWX, Vancouver; CJAT, Trail, B. C.; CJOC, Lethbridge, Alta.; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKCK, Regina; CKRM, Regina; CKRC, Winnipeg, and CKOC, Hamilton.

The Acmo brief, based on a study of radio broadcasting in the United Kingdom, United States and Australia, supplemented representations made at Commission hearings in Calgary.

Refers to CBC Powers

The brief referred to the powers of the publicly-owned CBC to regulate broadcasting in Canada and operate stations in competition with privately-owned stations. Acmo found this situation "intolerable" and wished to join others in urging that an independent body be established to license and regulate radio broadcasting, whether privately or publicly-owned.

Amco wanted a body that would remove from "commercial radio in Canada the constant threat of destruction at the hands of its chief competitor—the Government-owned radio broadcasting system."

In its opinion, there should be an independent radio broadcasting board comprised of a chairman, to be a member of the judiciary, and persons selected for their 'ability' to bring objective consideration to the matters submitted to them." The board would license radio stations and make regulations governing all broadcasting.

The Transport Department would be the police body and would report breaches of regulations to the board for action.

Appeals against decisions of the independent radio broadcasting board could be made to the Governor-General-in-Council on any matters of policy, and appeals could be made to the Supreme Court of Canada in matters of fact, procedure and legal questions.

★ AGENCY NEWSCAST ★

DUANE JONES has been elected to the board of directors of the New York City Cancer Committee. His agency is handling all radio and television promotion for the American Cancer Society's annual appeal.

TATHAM-LAIRD, INC. of Chicago has been elected to membership in the American Association of Advertising Agencies.

DONALD E. JORDAN, copy director of Grant Advertising, Inc., has been named domestic account supervisor for the agency. He will continue as copy director and will be in charge of the Florists' Telegraph Delivery Association and other accounts.

DESERT INN of Las Vegas, Nevada to the Los Angeles office of Buchanan & Co., Inc. Frank E. O'Brien is the account executive.

JOHN BARTON POOR of Dalton & Poor, Boston law firm, has been named a director of the Yankee Network.

WILLIAM BUTLER has joined the time buying department of Benton & Bowles.

LLOYD G. DELANEY has re-joined the Kudner Agency as an account executive. He was formerly with The Biow Company, Inc.

THE BIOW COMPANY has moved to new quarters in the Crowell-Collier Building at 640 Fifth Avenue.

MRS. RUTH FARQUHAR has been appointed special assistant to the president of The Biow Company. She will work on projects in advertising and merchandising of Procter & Gamble brands to women.

WES HARRIS has been named program director of WINX in Washington. He succeeds Lynn Wilson, who will devote full time to freelance radio and television work.

G. WILLIAM ANDERSON, JR. has joined Sullivan, Stauffer, Colwell & Bayles, Inc. as an account executive. He was formerly with Cecil & Presbrey, CBS and Foote, Cone & Belding.

GEORGE M. KOVACS has been made a partner of Rea, Fuller & Co., Inc. He has been a vice-president since 1946.

EXECUTIVE BOOKS to H. B. Humphrey Company. Radio, television and other media will be used.

ARTHUR BOOTH has been appointed business manager of The Sterling Advertising Agency, Inc. He formerly was advertising and sales promotion director of Morris W. Haft & Brothers, Inc.

CHESTER H. DuCLOS has joined St. Georges & Keyes, Inc. as a member of the copy and account service department. He was formerly advertising manager of Wiley, Frazee & Davenport, Inc.

ROBERT F. KENDALL, vice-president of the Gotham Advertising Company has been appointed by Secretary of Commerce Charles Sawyer to serve on the Small Business Advisory Committee.

THE SCENT-FLO COMPANY has named Levy Advertising Agency of Newark.

THE CHILDREN'S RECORD GUILD to H. B. Humphrey Company for radio and TV advertising.

THE RED CROSS SHOW dealers of the Metropolitan area to Moss Associates. The dealers will sponsor a program "Sunday Night All-Star Theater" on WPIX, starting April 23.

JOEL BEIER has been appointed production manager of Alfred Paul Berger Company, Inc. He was formerly with Peck Advertising Agency.

WOODBURNE GARDEN CENTER, INC. to Flint Advertising Associates. Radio, video and other media will be used. Joseph D. Lubell is the account executive.

ELLIOT PAINT AND VARNISH COMPANY has appointed Olion Advertising Company of Chicago. Plans call for television to be used with present media.

ALLEGHENY STEEL BAND COMPANY to W. Earl Bothwell, Inc. of Pittsburgh.

DAVEGA STORES CORPORATION to Ben Sackheim, Inc. for radio and TV programs.

COLGATE - PALMOLIVE - PEET COMPANY to Street & Finney, Inc. for its dental cleaner, Coleo.

LEONARD S. NAURISON has been named an account executive of Lawrence Esmond Advertising Corporation. He was previously with Grey Advertising Agency, Inc., Van Diver & Crowe and AP.

C. ALLISON WORTHEN has joined the Harry Bortnick Advertising Agency of Philadelphia. He was formerly with J. Walter Thompson.

CLIFFORD A. FLOWER has been named manager of General Electric Company's Brockport Works.

NAT B. EISENBERG has joined the television staff of Weiss & Geller.

PETERSON & KEMPNER, INC. has moved to 444 Madison Ave.

FM Plays Vital Role In Industry—Joseloff

Chicago—"Radio, through FM, can deliver important new services to the public and its advertisers with greater impact in many respects than ever before," Stanley Joseloff, president of the Storecast Corporation of America, declared in a talk delivered here this week.

Joseloff proposed that FM and AM operators form a committee for the purpose of organizing a supplemental medium to better coordinate the efforts of national advertisers at the local level on a nation-wide basis. He cited Storecast operations in Chicago, Pittsburgh and Southern New England where FM had proved its ability to do this.

Merchandising Aid Offered

"We have not only seen to it that the programs of these FM stations have been heard in several hundred super markets, but in addition, we've rendered highly valuable merchandising services to the sponsors of these FM programs right at the point of sale in these super markets.

"I have good reason to believe," he continued, "there are many national, regional and local food advertisers who are willing and ready to support this new FM medium in many cities throughout the country. I also believe there are a great number of grocery stores and super markets, with millions of customers, who will welcome it. To achieve this new FM medium, a big organizational job must be done. We have a plan as to how it can be achieved and that plan should be thoroughly analyzed by a representative group of FM and AM operators. Perhaps, therefore, the readiest and most efficient method would be to do it under the aegis of the NAB."

"With or Without AM"

Joseloff concluded that it will be FM, with or without AM, "that will enable radio to be not only lightning that talks, but lightning that strikes twice—in the home, and where it finally pays out—at the point of sale."

Experimental Broadcasts

Radio Pacific, comprised of KCVN (FM) and KAEO on the campus of the College of the Pacific at Stockton, Calif., has chalked up something new in experimental broadcasts by taking its remote equipment to Death Valley, lowest spot in the western hemisphere. By nightly broadcasts, beamed over the 350 miles back to the campus and transmitted from there, students of the college gained considerable knowledge of the "ins and outs" of long-range remote transmission and atmospheric conditions. Interviews in Death Valley and along the trip highlighted the broadcasts revealing much scientific and social history of the Death Valley area, thus giving the students a larger gain by the experiment than the technical radio experience.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 15

NEW YORK, FRIDAY, APRIL 21, 1950

TEN CENTS

DETAILS OF RYAN NAB PACT REVEALED

Breen Discusses Film Code At ATS Luncheon

NAB 'Code' Group Being Set, Says Ted Streibert

While making no presumption to tell television broadcasters how to run their business, Joseph I. Breen, vice-president of the Motion Picture Association and administrator of its production code, yesterday explained at a luncheon of the American Television Society held in the

(Continued on Page 7)

Foreign Language Six Million Audience

A potential audience in excess of six-million persons in 16 markets where member or association stations of the Foreign Language Network broadcast in Italian or Polish is indicated by a special survey completed by Pulse, Inc., Claude Farrere, general manager of the network reported yesterday. A total of

(Continued on Page 3)

Human Press Confabs Get New Site And Rules

Washington Bureau of RADIO DAILY Washington—A new location and new rules for the President's news conferences were announced yesterday. Instead of taking place in the president's office, the weekly ses-

(Continued on Page 2)

Hi, Neighbor

A "Welcome to Times Square Neighborhood for WQXR" was given on Monday night by WOR's Lylo Van, who during the course of his Human Side of the News broadcast, interviewed WQXR's head, Elliot Sanger, in a two-way confab between the stations. The Times station completed its move on Sunday, April 16.

Television Advertisers Jump

Total number of video advertisers jumped from 2,398 in February to 2,842 in March, a clear gain of 444 accounts or 18.5, according to the latest monthly "Rorabaugh Report On Television Advertising." Webs gained ten making a total of 80 different companies sponsoring 98 shows. National and regional advertisers grew from 438 to 527 and local stations gained the remainder. Rorabaugh's figures are based on four TV web reports and 93 of 99 station reports.

Commission To Limit Anti-Trust Testimony To Seek FCC Review Of WKUL Purchase

The FCC has announced that it will restrict to 20 minutes in the hearing Monday on uniform anti-trust policy. The Commission is slated to hear a solid rank of lawyers argue not only against a uniform policy but also that the mere fact of anti-trust violations in fields other than radio in no way means poor character or dangerous tendencies toward monopolization in radio.

The Justice Department, which filed a strong memo with the FCC

(Continued on Page 8)

Washington Bureau of RADIO DAILY Washington—While the U. S. Court of Appeals has been asked by WKUL, Cullman, Ala., to interpret the Supreme Court decision in the Sanders case to block the construction of another AM station in Cullman, the prospect was bright here this week that the FCC will be asked to examine the deal whereby WKUL was bought by its present owners. The Voice of Cullman, which the FCC last month author-

(Continued on Page 8)

Get More Than \$300,000 At Smith Dinner For UJA

More than \$300,000 for the 1950 United Jewish Appeal was raised this week at a dinner of the radio industry division honoring Jules M. Smith, vice-president of the Daveiga Stores Corporation. Key figures from radio who were present in-

(Continued on Page 2)

Radio Theater Again Tops National Nielsen Ratings

Latest Nielsen National Ratings for the week of March 12-18 gives evidence of continually growing listening audiences of the top ten programs. Topping the list again is the "Lux Radio Theater" with 24.1 per cent (up .4 per cent); followed by Jack Benny at 23.7, who showed

(Continued on Page 2)

Color-Royalties Estimated At TV Hearing Before FCC

Washington Bureau of RADIO DAILY Washington—The FCC was told yesterday that patent royalties for CBS-type color-TV receivers would not exceed ten dollars per set. The total of fees payable to RCA, Hazeltine and CBS would range from \$9.10 per set to \$9.77, depending upon the selling price of the set itself. CBS Vice-President, Adrian Murphy, reported that the RCA royalty provides for payments at the

rate of 2 1/4 per cent of manufacturer's net—about 1 1/2 per cent of retail price. Hazeltine royalty is 1.05 per cent of manufacturer's net, he said—about on-half of one per cent of retail price.

Dr. D. B. Judd, of the U. S. Bureau of Standards, said CBS color performance has been more consistently good than that of competitive systems. He referred to color fid-

(Continued on Page 6)

Primarily 'Inside' Job, Four-Point Outline Shows

Washington Bureau of RADIO DAILY

Washington—Details of the three-year \$25,000-per-year contract bringing William B. Ryan to NAB as general manager were released yesterday by NAB. A letter signed both by Ryan and President Justin Miller specified the following four points:

"(1.) It is primarily an in-

(Continued on Page 3)

Canadian TV Permits To Cost \$10—Dunton

Montreal—A. D. Dunton, chairman of the CBC Board of Governors, indicated today that if Canadians are to pay a license fee for television it will amount to about \$10 a year.

In testimony before the Royal Commission on Arts and Science, Mr. Dunton said that the CBC had estimated that inaugural television

(Continued on Page 7)

WDSU Will Dedicate New AM, TV Studios Apr. 24

Formal dedication of the new AM-TV studios of WDSU, New Orleans, is scheduled for Monday, April 24, climaxing what Edgar B. Stern, Jr., managing partner, terms a six months' expansion program that be-

(Continued on Page 2)

Vantage Point

The college regatta on the Schuylkill River in Philadelphia will be covered from a blimp on April 22 by WFIL. Tom Moorehead will narrate the progress of the Penn. Princeton and Columbia crews while a WFIL mobile unit set up near the finish line will furnish the ground contact. A public address system on shore will describe races.

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: RIVERSIDE 3518-9

ROME BUREAU
John Percicari
Ludovici 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 1/4	12 5/8	13 1/4	+ 5/8
Admiral Corp.	38 1/4	37 1/8	37 7/8	- 1/8
Am. Tel. & Tel.	156 1/2	155 3/4	156 1/4	- 1/8
CBS A	37 1/8	36 3/4	37	- 1/8
CBS B	37	36 1/2	36 1/2	- 1/8
Philco	51 1/2	49 1/4	50 3/4	+ 1/4
Philco pfd.	93	93	93	+ 1
RCA Common	22 3/4	21 3/4	22 1/2	+ 1/4
RCA 1st pfd.	79 1/2	79 1/4	79 1/4	- 5/8
Stewart-Warner	19 7/8	18 1/4	19 3/8	+ 1 1/8
Westinghouse	35 3/8	34 1/4	35	- 3/8
Zenith Radio	68	66 1/4	67	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	2 1/2	2 1/4	2 1/4	- 1/8
Nat. Union Radio	5 1/4	5	5 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	25 3/4	26 3/4
Stromberg-Carlson	18 1/2	20

Stop The Music Renewed

The P. Lorillard Company has signed a 52-week contract renewal for the final quarter-hour segment of the Sunday night ABC "Stop The Music" broadcasts. Effective date is May 21, 1950 with Lorillard using the time to plug Old Gold Cigarettes. Lennen & Mitchell, Inc., is the agency.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET

KGW PORTLAND OREGON

AFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

ABC Series Elicits Praise

A Sunday broadcast series, titled "Negro College Choirs," begins on the ABC network April 23rd, (10:30-11:00 a.m.) with the design of airing the finest choral music produced by Negro colleges. Robert E. Kintner, ABC prexy, announced that the series was developed by the web's Public Affairs Dep't with the cooperation of the United Negro College Fund, headed by Dr. F. D. Patterson, pres. of Tuskegee Institute. There is the probability, Kintner said, that the original 13-week series under the aegis of the UNCF will be extended later with subsequent broadcasts by other Negro organizations. Messages congratulating ABC on the service it is rendering by this move have been received from Thomas I. Parkinson, pres. of Equitable Life Insurance and national chairman of the UNCF campaign and from Dr. Patterson.

WDSU Will Dedicate New AM, TV Studios Apr. 24 Truman Press Confabs Get New Site And Rules

(Continued from Page 1)

gan last November when the station moved to the Brulatur Mansion in the very heart of the New Orleans French Quarter. The new studio building, which is adjacent to the station's administrative offices, houses an AM operation of four studios around a master control room, plus an audition room for clients, and a reception room. The TV studio, patterned after Hollywood sound stages, is also in view of the master control room which surveys a working area of 6,000 feet. Dressing rooms and offices for technicians are in the back of the studio above stage level. Altogether, the TV studio can handle eight different sets at one time.

The special inaugural program will be emceed by Harry Wismer and titled "The Dixie Jamboree." Featuring Sharkey and his Kings of Dixieland, the Original Tuxedo Jazz Orchestra, Jack Dabdoub, Viletta Russel and the Songmasters, the Tulane-Newcomb Cappella Choir, and Mary Brooks Soule (the year's Mardi Gras Queen) the program gets under way at 8:00 p.m., CST.

Get More Than \$300,000 At Smith Dinner For UJA

(Continued from Page 1)

cluded Dr. Frank Kingdom, columnist and radio commentator; George J. Seedman, of the Times Square Corporation; Irving Sarnoff, of Bruno-N. Y., Inc.; Benjamin Abrams, president of Emerson Radio and Phonograph Corp., and Alex Lewyt of the Lewyt Corporation.

Lewyt reported that the goal of the division this year is \$750,000, which will be used for overseas relief and resettlement.

Radio Theater Again Tops National Nielsen Ratings

(Continued from Page 1)

the largest jump of any of the top twenty, up 5.1 per cent. Others in the top ten are: "Amos 'n' Andy"—21.4; "Arthur Godfrey's Talent Scouts"—20.6; "Charlie McCarthy Show"—19.0; "Fibber McGee & Molly"—18.6; "Walter Winchell"—17.8; "My Friend Irma"—17.7; "You Bet Your Life"—17.4, and "Red Skelton"—17.3 per cent.

(Continued from Page 1)

sions will hereafter be in a large meeting room of the State Department, and any press or radio reporter asking a question will be required to identify himself first.

Because of the large crowd covering the sessions, the President's office has been too small. Frequently reporters have been unable to write legible notes because of the press in the room. In the new quarters, there will be seats for each reporter.

White House Press Secretary Charles Ross said the new requirement that questioners identify themselves was decided in order that the President be permitted to know who was questioning him. Frequently, too, he said other reporters are anxious to find out who asked certain questions, but are unable to do so.

WLIB To Salute 2 Years Of Israel's Independance

Israel's second year of independence will be observed by a series of special programs over WLIB on Sunday. First of the shows will be produced in co-operation with the American Zionist Council and will be heard from 3:00 to 3:45 p.m.

Between six and seven p.m., two programs will be aired. First is titled "Israel, Year Two," and will feature Aubrey Eban, Israel's UN representative, and Isaiah L. Kenen, director of information for the Israel consulate. The latter half of the hour will present young students from various Hebrew schools throughout New York in a panel discussion of the prospects of the country in 1950. A student chorus of 30 voices will sing Israel selections.

Acheson Talk On Mutual

Secretary of State Dean Acheson's talk to the American Society of Newspaper Editors on Saturday (9:00-9:30 p.m.) is being beamed by Mutual by virtue of rumored strong importance. Unofficial reports say this will be Acheson's last major speech before attending the Council of Foreign Ministers Meeting in Europe; therefore, the broadcast is expected to give the nation his views on foreign policy. Acheson's talk follows one made yesterday by President Truman on the foreign policy, aired via CBS.



The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

For the full W-I-T-H story, call in your Headley-Reed man today.

FM AM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Ryan's NAB Contract Calls For 'Inside' Job

(Continued from Page 1)

side job. For example, the incumbent will not ordinarily be expected to engage in speech-making or in general 'outside' public relations activities;

"(2) The job involves the performance of much the same type of duties as those customarily performed by the general manager of a typical business corporation. The general manager will exercise supervisory control over finances, income, expenditures, accounting, audits and the preparation of budgets for the organization;

"Supervisory Control"

"(3) The general manager will also exercise supervisory control over all departments, except that of the president and the general counsel. This supervisory and policy level work will be delegated by the president within the area specified in the by-laws of the association. The general manager shall have a sufficient delegation of power from the president to give him actual control over all members of the staff of NAB, except the president and the general counsel, in order that there may be no question concerning his right to inquire into every detail of every operation, and to require ap-

Takes Issue With Hooper On The Status Of Radio

Boston—Declining to accept C. E. Hooper's forecast that nighttime radio is on the decline and charging that "He's creating an erroneous impression of radio's nighttime state of health," Craig Lawrence, manager of WCOP, in a memo to the station's sales staff, gave some reasons for the potency of nighttime radio in the Boston area. Lawrence's memo in part, reads as follows:

"C. E. Hooper is kicking up so much dust, proving that he sold a dead horse to Nielsen, that he's creating an erroneous impression of radio's nighttime state of health—especially as it applies to our own area.

"There are three reasons why

appropriate action following such inquiry;

"(4) The general manager shall also be in charge of the function of securing and retaining members for NAB. To assist him in this work he will have the services of one full-time man, and may call upon such members of the staff, as may be available and qualified, for assistance in special types of membership work, by planning campaigns, special contacts, etc., in various categories of the membership."

Hoop's figures, so widely quoted by newspapers and the trade press, are misleading here.

1. They were for the New York area, where TV ownership is much higher than here.
2. They involved telephone homes only, in which TV ownership is much greater than in a true cross section of homes.
3. They were 'share of audience' figures instead of ratings.

"I became curious to see what was happening in the Boston Metropolitan (Pulse) Area, so I compared the most recent Pulse Report of January-February, 1950, with that of the same months in 1948, before there was any television here.

Reveals Boston Findings

"In the evenings now, Monday thru Friday, 6:00 p.m. to 12:00 midnight, TV shows up with 20 per cent 'share of audience.' Does that mean that radio has lost 20 per cent of its audience? It does not! The number of radio sets-in-use per quarter-hour is practically identical with what it was before TV.

"Actually, in some hours of the evening there are more people listening to the radio now than there were two years ago."

Foreign Language Six Million Audience

(Continued from Page 1)

4,051,700 Italian speaking people were found in 14 markets with stations carrying the language and 2,304,655 people speaking Polish in 11 markets where the language is broadcast.

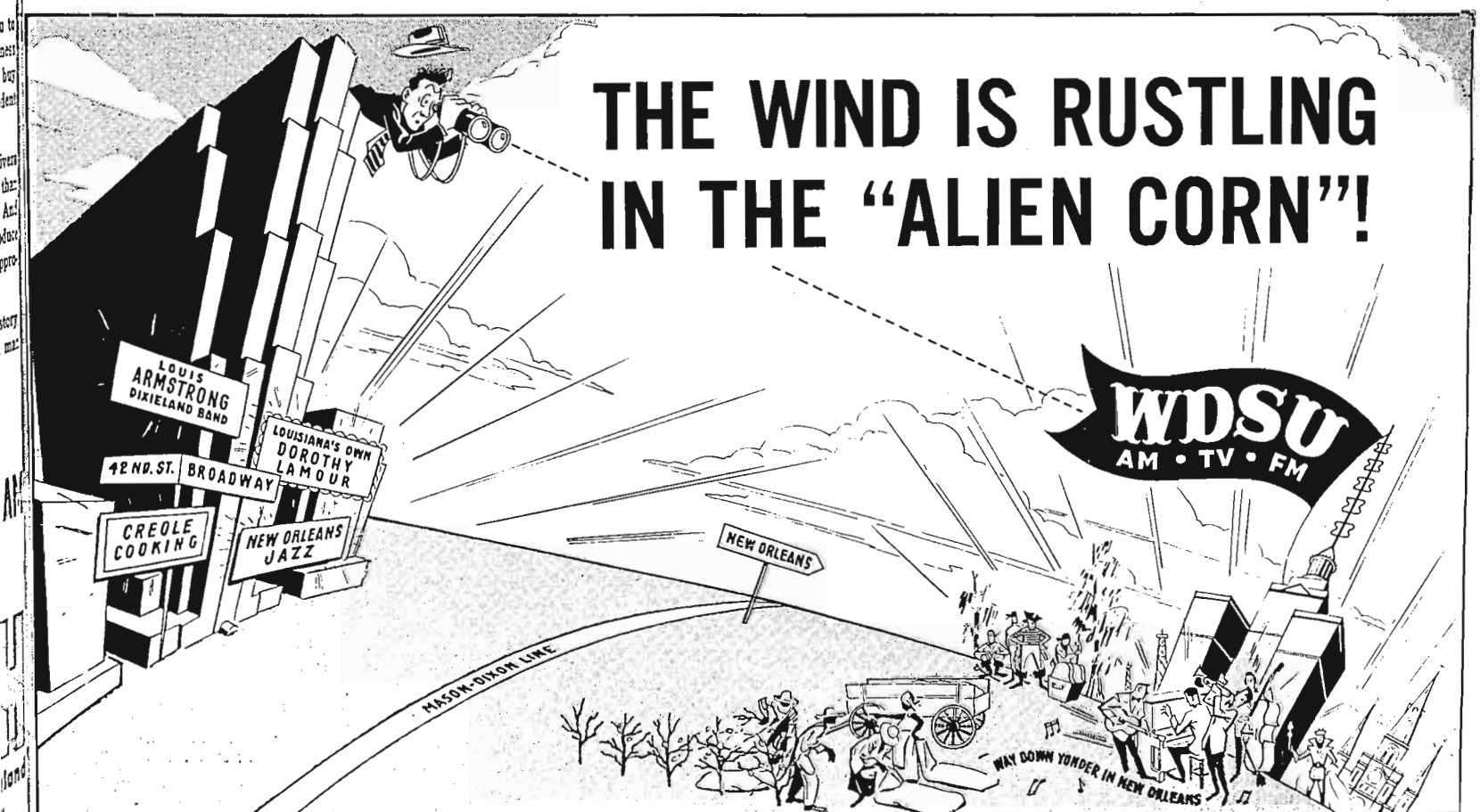
Barrere points out that some markets have stations broadcasting both languages. For Italian, the figure represents 10.3 per cent of the total population and for Polish, 6.7 per cent.

Private and Public Sources

Figures are based on private and public sources, including the census and in Metropolitan districts, figures "identical to those presented by Broadcast Measurement Bureau, were used in the main," Barrere said.

Hogue Rejoins ABC

Richard Hogue has returned to the ABC network as a member of the Spot Sales Dept. after having been with Music Corp. of Am. since Jan. Hogue, who had been affiliated with ABC last year in station relations and as a specialist on ABC's Pacific Coast web, replaces George Perkins who resigned to join Schwab and Beatty, Inc., as head of radio and TV.



WDSU (AM-TV-FM) celebrates the opening of its new administrative and studio facilities on Monday, April 24th. Dial your favorite ABC Network station and hear "DIXIE JAMBAKE", a half hour of star-studded, Southern surprises—9:30 to 10 P.M. (EST)—April 24th. [For New York—WJZ—10:30 to 11 P.M. (EST)]

CHICAGO

By HERB KRAUS

YOUR SYMPHONY SCRAP-BOOK, featuring G. A. Kuyper, head, Chicago Symphony, on WMAQ Saturday at 1:30 p.m. is being moved to a better spot—Sunday at 11:15 a.m. The show, which uses members of the world-famed Chicago Symphony discussing and playing classical music, is also being groomed for television, according to director Len Arnold. Incidentally, Arnold, a veteran news and radio man, edited one of the first radio columns in the U. S. on the old Philadelphia Record in 1926. . . . During the war he served overseas in the OWI and was America's "secret weapon" against Lord Haw-Haw.

Eddie Hubbard celebrates his fifth year as host on the Chesterfield Supper Club tomorrow. Bob Curley reports that the Chez Paree is the only one of Chicago's Big Three nite clubs which has a network outlet. . . . Commander E. F. McDonald, Jr., president of Zenith Radio, has inaugurated a recognition program for long-term employees. He is presenting gold pins for service of five, ten, fifteen, twenty, and twenty-five years. . . . More than 1,500 workers got the emblems in initial ceremonies this week.

Geo. P. Hollingbery pacted to represent WHIO-TV, Dayton, O. Station is affiliated with CBS, ABC and DuMont. . . . Billy Leach, who warbles on CBS' "Music For You" Sundays, rounds out five years with WBBM next month. The slender crooner once peddled ballads with Raymond Scott and Guy Lombardo.

Dean Martin and Jerry Lewis beat the holiday attendance jinx at the Chicago Theater. They're on stage for a second week. . . . Larry Wolters, the Trib's radio scrivener, confining himself solely to video scanings. AM & FM is now covered by the able Tony Reminih. . . . The Garroway rumors continue to fly: latest has him packing for Hollywood. And what's happening to Cliff Norton? He hardly gets before the camera these Sundays—and he's so-o-o good.

Aside to Irv Kupcinet: Your Sunday "Request Performance" via WGN-TV could stand another half-hour. . . . or one less act. On Sunday (Easter), Jack Carter barely had time for an ad-lib.

Cliff Johnson, his wife, and their four daughters, have signed a contract with Columbia Records for national distribution of two albums of favorite songs—including religious hymns and children's tunes.

Ave Maria Hour
WMCA — Sunday — 6:30
 15th year as the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** Tommy Dorsey wires that there's no basis whatsoever in those reports which have him breaking up his band. As a matter of fact, he's skedded to open at the Strand here on May 26th and then will be off for a flock of one-niters. . . . Carnation in the market for a Western TV'er. (They'll prob'ly tag it "The Contented Cowboy"). . . . Is Bob Blake, WOR publicity head, switching over to Dick Pack's vacated berth at WNEW? . . . Personal vote for top production job in TV—the smooth, smooth Perry Como stanza, beautifully produced, directed and timed. . . . State Dep't considering TV version of "One Man's Family" as possible candidate for screening overseas to illustrate typical American family. . . . Nat B. Eisenberg signed by Weiss & Geller to direct the Bob Edge "Clubhouse Quiz" show which follows all B'klyn Dodger games. . . . Hal Roach anxious to get some of his oldies on TV. . . . Alan Dale thinks Boris Karloff should receive an award for his horror performances on video—a sort of Osgare. . . . Jack Linder and Lee Sands have formed a new TV packaging firm. Their first offering will be "Bowery Music Hall." . . . Cathy Mastice signed to wax for Admiral with her first release due in June. . . . Bing Crosby's sons getting so much fan mail, as a result of their appearance on pop's show, a sec'y hadda be hired to answer THEIR mail.

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"Must the pomes by Cahn go ahn?" bleats an "Art"-impoverished schnook.
 Of course, you cut-rate B'way Keats,
 Like Tennyson's fabled brook.

. . . Irv Cahn

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● ● ● Georgia Gibbs' recent click at the Waldorf's Wedgwood Room has paid off in current activity. Get this for a feverish schedule: Georgia just flew back from a week-end engagement at Bermuda's Princess Hotel, then planed right out to Milwaukee with Paul Whiteman and Dick Haymes for the Schlitz Festival there. She returns next week to cut some new sides for Coral Records, then hustles to H'wood for a week at Ciro's. Then back to Gotham for a date at the Capitol Theater and, as one wag puts it, a nervous breakdown shortly thereafter.

☆ ☆ ☆ ☆

● ● ● Paul Denis reports that NBC has been getting tough with performers and studio people violating the "No Smoking" rules. Firemen have been handing out summonses, which call for \$50 fines. Among those caught was Sinatra, during rehearsals of his Lucky Strike program. He hastily threw away his cigarette, and a curious actor later picked it up. It was a Chesterfield.

☆ ☆ ☆ ☆

● ● ● **APPLAUSE DEPT':** Danny Scholl's new waxing, "Open Parachute." (On the same label of Eileen Barton's "Baked a Cake"—National records). . . . Ed & Pegeen FitzG's happy-happy ayem talk via WJZ. . . . Doug Edwards' handling of "CBS Views the Press." . . . Ralph Paul's styling spieling on "Strike It Rich." . . . Ving Merlin and his Enchanted Strings all-girl ork at the New Yorker Terrace Room. . . . Jeanne Garry's songs via teevee.

☆ ☆ ☆ ☆

● ● ● **SMALL TALK:** An agency man and client went to The Goldman last week-end to relax and at 3 ayem Sunday they got into a business discussion resulting in a \$750,000 radio deal. . . . CBS stars Bill Tabbert in a new Sunday series starting April 30th. . . . Bob Monroe's description of quiz show contestants: Guess stars.

LOS ANGELES

By ALLEN KUSHNER

NEWSCASTER Bob Garred has completed a series of transcriptions for Paramount in connection with the Barbara Stanwyck picture "No Man Of Her Own." The transcriptions will be used nationally in a big radio buildup for the film. . . . Larry Kolpack, vice-president of Larry Finley Productions, has returned from a tour of the Southwest and is readying two TV package deals. One will star pantomime comedy team of Eddie and Tony. The other, character actor Dann Mortimer. . . . Fulton Burley, the Canadian tenor, who scored a big success a Charlie Foy's Supper Club last year brings his Irish tunes to the Mc Mahan's Minstrels TV show Wednesday over KTTV. . . . Bob Crosby has returned from Gotham after waxing some dixieland sides with his Bob Cats for the Coral label. . . . Maestro Frank DeVol has been selected to transcribe a new series of "Guest Star" broadcasts for the U. S. Treasury beginning next month. Apparently DeVol's deadpan chatter can spur the sales of Savings Bonds! . . . Arnold Mills and Bud Grossman have signed another 13-week contract, sponsored by Broadway Department Stores for continuation of 1-hour show, "Helpfully Yours" over KFI-TV. New contract was second extension granted Bud Grossman Associates since show was inaugurated last year.

Coffin, Cooper & Clay, Inc., television facts and rating agency, have streamlined local operations by combining service offices in Hollywood with new larger field offices in Los Angeles. Tele-Que rating service, based on scientific random sampling methods, is used by many advertisers and television stations as a barometer of video listening habits. . . . Victor Young departed for New York last week for a full schedule in that city for the next twelve days, which includes the recording of two albums for Decca, at ASCAP meeting, and discussion with Broadway producers for a Fair opening of a musical property he recently completed. . . . Steve Allen emcee of CBS' "Earn Your Vacation," is the author of a book of published poems, "Windfall." . . . "Water Fortune" a new adventure series starring Howard De Silva, had its premiere over KNBH, the 23rd. . . . While in New York to film his "S-Benny the Dip" movie, Dick Haymes will guest on the Milton Berle, E. Sullivan and Paul Whiteman video shows, teeing off with the Berle appearance.

WANTED

New York City or vicinity, job for man with 10 years' experience, announcing, production, programming. \$100.00 reward. For details, Box 125, RADIO DAILY, 1501 Broadway, N. Y. C.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, April 21, 1950

TV "Printed-Circuit" Is Major Set Advance

The first "printed-circuit" television tuner ever developed for the TV industry, has been announced by the RCA tube department, which claims the new process as a major development in home-receiver design by providing greatly improved performance, including superior reception in fringe areas as well as in receivers operated with built-in antennas.

Called Radical Departure

The "printed-circuit" is a radical departure from conventional wound-coil units which required a complicated process of mechanically winding separate coils. This newest development utilizes a unique photolith process to reproduce the critical circuits which consists first of photographing a circuit drawing, then making a contact print from the negative in a copper-clad sheet of phenolic plastic which is coated with a light-sensitive material. The print of plastic sheet is next developed and placed in an etching solution, which etches away that part of the copper not covered by the pattern of the circuit, leaving the required copper circuit on the plastic sheet. The sheet is then placed in a die and cut into separate sections and pierced.

Prior to the development of the "printed-circuit," the large number and complexity of circuits, together with the extreme precision of windings required, has presented numerous problems to designers as well as to production engineers.

The new RCA printed circuit tuner is now available to manufacturers of TV receivers and will also be available for replacement purposes through RCA parts distributors.

Multi-Channel Recorder Shown Airport Execs.

A multi-tape airport recorder designed and manufactured by the Brush Development Co., Cleveland, O., was one of the high lights of the 1950 meeting of the American Association of Airport Executives, held in Columbus, O., this week. The unit is capable of recording fourteen channels simultaneously, making it possible for the first time in the history of aviation to record an exact record of all reports and communications between both pilots and control tower operators. Installations of this recorder have already been made at Los Angeles Municipal Airport, Seattle and San Francisco. The system is also under study by USAF and RCAF. The new recorder is expected to overcome the type of confusion and contradictory testimony that was disclosed in the investigation of the November 1, 1949, Washington, D. C., air disaster when a P-38 and an airliner collided in mid-air killing 55 passengers. This investigation substantiated the need for an actual record of every ship to tower speech transmission before and during a landing or take-off.

G. E. Adds 14-Inch Tube To Production Lines

General Electric has added a new 14-inch rectangular television picture tube to its production lines at the company's Buffalo, N. Y. tube plant, it was announced this week.

The new tube (14CP4) has a useful picture area of 99 square inches and a neutral density face plate for increased picture contrast and detail. It is now being shipped on allocation and will be for several months.

Trans-Lux Will Show Line Of TV Equipment

The Trans-Lux Corporation will introduce its new TV line at a special live camera demonstration at SRT Television Studios, 316 West 57th Street, at 8 p.m. today.

Demonstration will include the Teleprocess Black screen, the newest background projector with automatic scenery changing facilities, and the newly developed multi-screen technique whereby an entire production set can be projected at one time.

Navy Civilian Award For Radar Pioneer

Detroit—The Navy's highest civilian honor, the Distinguished Public Service Award, has been bestowed on Lawrence (Pat) Hyland, one of the nation's outstanding radar pioneers—the man who discovered that rebounding radio waves could show the presence and location of an airplane in the sky.

Hyland, who is vice-president of Bendix Aviation Corporation in charge of engineering research, was presented the award at ceremonies in Detroit last week by Rear Admiral Rico Botta, assistant chief of naval material and director of the Navy's production policy division.

A former navy enlisted man, Hyland made his discovery in 1931 at the Anacostia Naval Air Station, outside Washington, while transmitting radio signals from the ground to a plane in flight in connection with high-frequency direction-finding research. At intervals his instruments fluctuated erratically for no apparent reason. After watching two or three takeoffs, Hyland noticed that the erratic behavior began when the plane was airborne. The Navy's citation tells the rest of the story. "Thereafter, Hyland conclusively demonstrated that the reflection of radio waves from aircraft was sufficient to fix the planes' presence and, to some extent, their position in space, thus establishing one of the important elements of radar."

PRODUCTION PARADE

Flame-Proof, Explosion-Proof Speaker

The Oxford Electric Corp., Chicago, Ill., displayed their new Flame-Proof and Explosion-Proof speaker at the May Radio Parts Show in Chicago. This new development is finding wide application for use in mine installations, gasoline cracking plants, gasoline producing plants and any installations where volatile gases exist. The speaker has been tested by leading laboratories and is explosion proof and flame proof when operated in the presence of the great majority of explosive gases.

TV Equivalent Parts Catalog

Crest Transformer, Chicago, Ill., has recently published a new catalog of Television Equivalent Parts. Comprehensive in every detail, it contains complete listing of equivalent parts for over 200 TV sets made by over 50 of America's leading TV manufacturers. The catalog is available without cost.

Magnavox Spring Drive

The Magnavox Co., Fort Wayne, Ind., has announced plans for a sales campaign designed to add television receivers to "Add-A-Television" radio consoles sold during the past 18 months. Company will use a wide variety of media to encourage owners of the consoles to install the television receivers in tailor-made compartments.

Circle "X" Now Quick Rigged

The Circle-X Antenna Corp., division of Continental Copper & Steel Industries, Inc., has changed its basic construction to provide for "Quick-Rigg" Assembly. The "Tee" connectors have been eliminated and the circular segments are now manufactured in such a manner as to permit the ends of these segments to telescope together. The straight rods are formed with a curved end to facilitate securing these rods to the outer circle which is done with four screws. This improved construction also increased the electrical gain of the Circle "X" Antenna.

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"CHUG-A-LUG"
 Recorded by KAY KYSER
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From Six to Sixty
**THEY'LL LOVE
 ME AND MY TEDDY BEAR**
 MUTUAL MUSIC SOCIETY
 R.K.O. BLDG. N. Y. 20, N. Y.

**I WISH I KNEW
 ASK MY HEART**
 RCA-Victor Records by DOLPH HEWITT
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

Another BMI Pin-Up Hit!
**BROKEN DOWN
 MERRY-GO-ROUND**
 Published by Spitzer
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 Rex Allen--Patti Page (Mer)
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 EDDIE 'PIANO' MILLER Rainbow
 FRANK PETTY TRIOM-G-M
 PAUL WESTONCapitol
 GENE WILLIAMSMercury
 and more coming

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By TED PERSONS

● ● ● You don't need Hiroshima for a symbol of complete desolation! The last day of the NAB convention will do as well, featuring, as it does, hung-over ghosts picking their way thru a rubble of dismembered equipment, excelsior, packing-case fragments, empties, dead "literature," and drooping draperies. It is easy against that background to understand why some of these aforementioned ghosts wonder what it was all about—and why. Actually, what swarmed into the Stevens for the shindig was not so much a collection of men with badges on as of problems; and according to the degree that those problems remained on closing day was the convention labelled success or failure. The sentiments, as I caught them, ranged in the main from despair to wan satisfaction. This introduction is necessary to emphasize the one thing that everyone was happy about, the one unequivocal success of NAB. This success was symbolized by the presence of a number of BMI publishers at Tuesday's luncheon. They were the guests of honor, representing ALL BMI publishers who collectively are responsible for the vast BMI collection of music. On the dais, accepting the plaudits very modestly—a little too modestly—were Jean Aberbach, Nick Campbell, Maury Cole, Joe Davis, Dave Dreyer, Bob Gilmore, Gene Goodman, Jerry Johnson, William Harold Moon (of Canada), Jack Johnstone, Dave Kremgle, Herb Marks, Bobby Mellin, Al Porgie, Fred Rose, Arnold Shaw, Henry Spitzer and Nat Tannen.

★ ★ ★ ★

● ● ● A couple of people who helped make my trip to Chicago a memorable one are Tess White of Adams, Vee and Abbott and Fred Forster of Forster Music. . . . Columbia Transcriptions, in a tabulation of stations equipped to play microgroove transcriptions, had arrived at a total of 1219 as of Tuesday, April 18th, Bob Clarkson, general manager, said. By the way, he has just rounded out ten years of service with his firm. . . . Associated Program Service introduced a novel note at the convention. The firm determined not to throw a single sales pitch at anybody. Dick Testut, Cliff Greenland and Bert Lown showed up at the Stevens without a single brochure but plentifully supplied, instead, with quantities of cheese, peanuts, pop corn and what goes very good with these comestibles. . . . Visitors who dropped into C. P. McGregor exhibit kept asking for Chick (McGregor, that is). They weren't too disappointed to learn that Chick wasn't around—but only because of the able ministrations of Nat Donato, George Jones and Bill Mertz.

★ ★ ★ ★

● ● ● Larry Taylor has resigned as general professional manager of Michael Music to handle his own venture, Holiday Attractions, Inc., a new firm which will specialize in management counselling and music publishing. Associated with Taylor is Tony Aquaviva. . . . Dedicated to the H-bomb? "I'll Get Myself a Choo Choo Train and Go Far Far Away," by the writers of "Music Music Music" and published by Charles Ross Music Co. The Georgia Gibbs Record (Coral) is out this week. . . . Here's a record guaranteed to stick in your mind: Jimmy Dorsey's version of "Kiss Me," by Redd Evans and Bob Tendler and published by Jefferson Music.

★ ★ ★ ★

● ● ● The Deep River Boys have been set for their second tour of England and the British Empire beginning with a return engagement at the London Palladium on June 17th to be followed by 22 weeks of additional overseas bookings. . . . Your Gospel Singer, namely, Ed MacHugh, will be heard via a quarter-hour transcribed program, across the board for 52 weeks in the following towns: Nashville, Chattanooga, Knoxville, Charlotte, Winston-Salem, Atlanta, and Memphis. Sterling Drug, Inc. is sponsoring this Harry S. Goodman Productions package. The quarter-hour is also sponsored by Dolcin over the 46 station Don Lee Network, but only on Saturdays and Sundays.

Royalties Estimated
At Color-TV Hearing

(Continued from Page 1)

ity, clarity, brightness and conformity of registration. He said the CBS picture has been considerably improved by dispensing circuits which were not used in public demonstrations here.

Murphy said the standard CBS license provides for royalty as follows:

On receivers retailing at less than \$100 a royalty of 25 cents.

On receivers retailing for more than \$100 but less than \$180 a royalty of 50 cents.

On receivers retailing in excess of \$180 but less than \$250 a royalty of 75 cents.

On receivers retailing for and/or more than \$250 a royalty of \$1.00.

There is an alternative provision that if the index as recited in the agreement rises above that in existence on January 1, 1945, CBS shall have the option to require a royalty to be paid at the rate of 1/3 of one per cent on the actual retail selling price.

Assuming a receiver having a retail selling price to the public of \$500.

The RCA royalty would amount to \$500 x 1 1/2 per cent, equaling \$5.60.

The Hazeltine royalty would amount to \$500 plus 1/2 per cent, equaling \$2.50.

The CBS royalty would be \$1.00 to \$1.66-2/3.

The total royalty thus payable, assuming a manufacturer was operating under license of all three companies, (RCA, Hazeltine and CBS) would be \$9.10 to \$9.76-2/3 or a total royalty of 1.82 per cent to 1.95 per cent.

N. Y. State Radio Bureau
Offering Health Program

"Foundation for Tomorrow," 15-minute dramatic program dedicated to the better mental health of tomorrow's citizens who are today's children, has been distributed to all AM and independent FM stations in New York State for broadcast as a special public service feature during Mental Health Week, April 23-29. Program was produced and distributed by the State Radio Bureau, Department of Commerce, for the New York State Department of Mental Hygiene.

Peter Donald is narrator. Cast features Roger DeKoven, Bryna Raeburn, Grace Keddy, and Pat Hosley. Clay Daniel directed. Bill Meeder is organist.

Soden Joins WRNL

Frank Soden has joined the sales staff of Radio Station WRNL, 5,000 watt ABC affiliate in Richmond, Virginia. Soden was formerly with station WJEJ in Hagerstown, Maryland, WXGI in Richmond, and WOR in New York.

TELEVISION DAILY

Section of RADIO DAILY, Friday, April 21, 1950 — TELEVISION DAILY is fully protected by register and copyright

BREEN, STREIBERT DISCUSS 'CODE'

TELE TOPICS

CONSUMER BUYING HABITS with regard to video receivers are fairly standard and are largely formed as the result of word-of-mouth advertising and personal contact, a TELEVISION DAILY survey, just completed, shows. Potential buyers, the retailers say, come into stores with hard-set preconceptions regarding trade names and set sizes and are hard to sell anything at variance with their pre-determinations. Most buyers are still showing strong interest in built-in antennae and those holding off are waiting for the introduction of such modifications as black or rectangular tubes rather than for the introduction of color transmission. Price and screen size are the determining factors at the points of sale and price cutting is fairly common with only the credit houses being adamant on maintaining list prices. On the increase is installment buying, and dealers are starting to encounter second buyers who want larger sets or are willing to pay the price for several sets in a single home. Major complaint after purchase is faulty installation and bad repair work. Most buyers are willing to buy repair contracts at the time of purchase and many renew at the end of the first year.

NEW FINANCING for DuMont Labs Inc. is pouring in via 250,000 shares of stock offered publicly by an underwriting group; priced at \$25 per share, the stock brought in \$6,250,000 before the books were closed; proceeds go to transfer of transmitter and antenna to Empire State and general expansion. . . . CBS drops two shows after April 28, "Ted Steele Show" and "Bamboo"; the "Ted Steele" quarter hour slot (5:00 P.M., five-a-week) will be absorbed by the western series "Chuck Wagon." . . . Brig. Gen. David Sarnoff and Mrs. FDR to be awarded citations from the Joint Defense Appeal Sunday on Mrs. FDR's 4.00 P.M. telecast.

JERRY FAIRBANKS PRODS. preparing TV film series of half-hour shows titled "Rocket to the Stars" for Oldsmobile; will feature Hollywood stars in their own homes; release date set generally for the fall after a sneak preview in six major cities next month. . . . Frank Gallop replaces Jack La Rue as permanent narrator of NBC's "Lights Out." . . . A kinescope of a CBS color telecast to be featured at the TV Scene Design Exhibit over entire week-end at SRT Tele Studios, N. Y. . . . Wife of Chile's Pres. Videla debuts over CBS-TV's "Vanity Fair" today along with Chile's woman delegate to U.N., Anna Figueroa. . . . WGN-TV granted exclusive rights to White Sox daytime home games, in addition to previously scheduled 77 games of Chicago Cubs.

TV No Movie Threat Says Goldenson

Television isn't the threat to movie houses that some surveys claim it is, according to Leonard H. Goldenson, president of United Paramount Theaters, Inc. The proxy claims that the surveys show "divergent results" and adds that "it is impossible to know which of them, if any, accurately reflects the theater-going habits of TV set owners."

As for declines in income of Paramount, Goldenson says that comparisons have been made between those areas with and without tele and that the drops are about the same in both places. "In other words," he said, "television does not stand out as the dominant factor affecting our earnings."

He points out that video can be used to bolster audiences by running trailer ads on forthcoming pictures.

United Paramount reports a net income of \$3,193,000 for the first quarter of the year equal to 98 cents per share. No comparison with last year was available since the company was formed on January 1 as a result of a split-up of Paramount Pictures, Inc.

Gargan Signs New Pact For Radio And Video

William Gargan has signed a new contract with The United States Tobacco Company running until July 1, 1950 covering both the radio and tele version of "Martin Kane, Private Eye." Under the agreement, Gargan will tape two shows a week for the next ten weeks in order to build up a backlog which will enable him to spend eight weeks in Hollywood to shoot a film version of the serial.

Miss Television

Paris—Jacqueline Boussac, "a beautiful and charming dancer of Toulouse," has been elected Miss Television of 1950 by L'Association de la Television Francaise. Miss Boussac will use her \$1,000 prize money (which she received along with the title) for a trip to America to inspect American video—and vice-versa.

Canadian TV Permits To Cost \$10—Dunton

(Continued from Page 1)

development would amount to about \$10 per television home.

But, he said, the question of how TV development in Canada was to be financed was another matter. The CBC board of governors could not express any opinion on that matter.

The Commission also heard from Alphonse Ouimet, chief engineer for the CBC from George C. Chandler of CJOR in Vancouver, from the Co-operative Union of Canada, from Walter Mann of Ottawa, on CBC educational broadcasts, and from All-Canadian Radio Facilities.

Favors Owner-Payments

Mr. Dunton said he felt there was a lot of logic in the suggestion that owners of television sets pay for the development of television.

Mr. Ouimet said it will cost between \$35,000,000 and \$50,000,000 to establish a television network in Canada. However, he said, the network was something that did not have to be established immediately. Individual stations could be established across the country and serviced with films and recordings from proposed main production centers in Montreal and Toronto.

Both Stress Value Of Movie-Type Precautions

(Continued from Page 1)

Hotel Roosevelt why and how the film industry had set up its code.

Breen was introduced by Theodore C. Streibert, head of WOR and WOR-TV which has already adopted the principals of picture regulations for its video productions. In his brief comments, Streibert said that TV must adopt a code and looked to the motion picture field.

Of particular importance was the fact—revealed by Streibert—that a committee of the NAB now is being formed to consider a censorship 'code' for TV.

Speaking of the "voluntary self-regulation" adopted 20 years ago by the film producers, Breen said that it was brought about when the industry became sensitive to "mass response." He declared that it dawned on Hollywood that it had "a definite responsibility" and that its productions must be "reasonably acceptable to the people."

Later the idea that "we will take care of ourselves" was suggested and the industry set up the production code administration. One problem presented early in the days of censorship was that of clearing films before they went into production, Breen said. This was overcome by the censor reading scripts and checking with writers before filming was begun, he continued.

That the code was not "too difficult" to handle was pointed out by the administrator. He called the "spirit of the code a rather liberal one" and named pictures of all sorts which had been produced under it. Sin must be labeled as sin and not glossed over, Breen declared.

After 20 years, the industry could not be sold off of the idea, he added. No censorship laws of any sort, except in Louisiana where the late Huey Long passed a regulation setting up censorship, have been passed in many years, Breen said.

Press-Time Paragraphs

KTLA Signs 19 Advertisers

Hollywood—Nineteen television advertisers have been signed as sponsors of programs at Paramount's KTLA by the New York sales office during the past six weeks. Fourteen of them represent new business and they break down into three food accounts, three tobacco, two automotive, two air lines, two jewelry, and a variety of others.

Godfrey Signed For Bond Drive

Washington—Arthur Godfrey will emcee the kickoff video show for the Independence Bond Drive the night of May 15, the Treasury Department has announced. David Levy of Y&R will produce the video program. President Truman and Sec. John Snyder will appear on the program. Other entertainers, in addition to Godfrey, will be announced later.

Big Day

Today will be a big day for WOR-TV, weather permitting. Six new sponsors — Curtiss Candy, Benrus Watches, F. & M. Schaefer Beer, Edgeworth Tobacco, and Ehler's Coffee—will go on the station for the first time in connection with telecasts of Brooklyn games. The event would have taken place last week, but a pre-season game was snowed out.

To Seek FCC Review Of WKUL Purchase

(Continued from Page 1)

ized to construct a new AM station in Cullman, told the Commission this week that the price of WKUL was to vary by \$10,000 according to whether any new AM stations were authorized for Cullman within the three-year period following sale of the station.

Attorney John Claggett, for Voice of Cullman, reported that the sellers of WKUL were to cancel \$10,000 in notes in the event a competitive AM station was authorized for Cullman within three years after the sale. The present authorization falls within the three-year period.

The right of the Commission to grant the new application without a hearing has been challenged by WKUL, which has asked the court review in order that it may argue against the licensing of a second AM station in Cullman on the grounds that because Cullman is a very small community there is not sufficient revenue to permit two stations to provide quality service to the public. The public interest demands that only one station operate in Cullman, it is maintained, because only one can draw enough revenue from the town to be able to afford good programming.

New FM Station Testing

On the other hand, Claggett said, the Voice of Cullman is already on the air testing a new FM station—with no protest from WKUL ever filed against that grant. "Petitioners' solicitude for the public interest is open to grave question," Claggett said, pointing out that the revenue from Cullman will be divided no matter what other station goes on the air—AM, FM or TV.

"The reason that petitioner did not file any protest against the grant of an FM station to respondent is clear. It is to be found in the fact that when the license for WKUL was transferred to petitioners, such transfer was made pursuant to a contract whereby the former owners of WKUL were in effect to receive an additional \$10,000 of purchase price money provided another AM station was not established in Cullman within three years."

See Flying Saucers

Selma, Ala.—An eye witness account of "flying saucers" seen in Central Alabama was given in a 30-minute round-up program on WGWC featuring local speakers. John Townsend, staff member who also was an eye witness to the passage of three of the flying saucers on Mar. 30 in their westward flight, was emcee. Others on the program were: Henry Van Kesteren, who saw the saucers from a plane; W. J. Pieper, who got a good look at them from an auto; Andrew Hunt, one of the first to spot them; and Mr. and Mrs. O. I. Nutt, who were traveling near the city when the saucers passed.

★ AGENCY NEWSCAST ★

LOREN STONE and **ALFRED J. SEAMAN, JR.** have been named vice-presidents of Compton Advertising, Inc. Stone will head the art department and Seaman will take charge of print advertising.

BREINIG BROTHERS, INC., makers of paints and wood finishes, to Franklin, Bertin & Tragerman, Inc.

CASPER PINSKER, JR., has been named vice-president of Arthur Rosenberg Company, Inc.

JOSEPH McPARLAND has rejoined the Kudner Agency, Inc. He was manager of the traffic department of Buchanan & Co.

SIDNEY FREEMAN has been named district manager of the North Central division of the Frederic W. Ziv Company, with headquarters in Cleveland. He has been a salesman with the company since 1938.

CLAUDE S. MIDDAGH has resigned as general manager of WKNY in Kingston, N. Y. He has not announced his future plans.

HERBERT G. CARHART, JR. has joined WBCC in Bethesda, Md., as sales promotion manager. He was formerly with B. H. Lawson Associates of New York.

THE PERMANENT EXHIBITIONS for International Trade, Inc. to Roy S. Durstine, Inc.

I. R. HILL, vice-president of Grant Advertising, has been appointed director of the International Division. He will co-ordinate the activities of the agency's foreign operations and supervise the Colgate-Palmolive-Peet, Coca Cola Export Corporation and International General Electric accounts.

ALICE M. WEISHAMPEL, cosmetic fashion copy consultant, has joined Pedlar and Ryan, Inc.

WILLIAM PITCAIRN has joined Givaudan Advertising, Inc. He was formerly advertising manager of Doulton & Co. Inc.

HARRY D. ODAIR and **MURRAY R. DIRECTOR** co-partnership has been dissolved. Odair will devote full time to Metropolitan Advertising Company of which he is president, while Director will organize a new agency under his own name with offices at 527 Fifth Avenue.

TED NELSON ASSOCIATES has added the following new accounts: Edlie Electronics Inc., New York, distributors of television sets and parts; media, radio. Authentic Publications, New York, publishers, media, radio. Geographia Map Co., New York, publishers of maps; media, radio.

ALICE V. CLEMENTS has succeeded her husband, the late Isaac W. Clements, as president of Clements Co., Inc. of Philadelphia. She has been co-head of the agency since its founding in 1932.

JAMES F. COYLE has been named to a special post in the commercial sales department for both radio and television at the WCAU stations in Philadelphia. Coyle is a veteran of 23 years on the station's sales staff.

DUANE JONES COMPANY is handling the New York City appeal for the American Cancer Society and is working with other agencies in an advisory capacity on the national level. It is not handling all promotion on the national level as reported in this column previously.

PAT WHITE has joined the Buddy Basch publicity office where she will serve as assistant and account executive. For the past four years she has worked in Philadelphia radio and television stations. The Basch office, incidentally, has moved to 2 West 46th St.

Thompson Gen. Mgr. Of WBEN, Inc., Radio-TV

Buffalo—C. Robert Thompson has been named general manager of WBEN, Inc., and Frank W. Kelly was appointed manager of WBEN. The organizational changes were announced this week by A. H. Kirchhofer, vice-president of WBEN Inc., to enable the station effectively to carry on the increasing operations resulting from television.

Mr. Thompson, who was station manager, will continue to supervise all WBEN activities, but in his new capacity also will concentrate upon the work of WBEN-TV, Buffalo's only television station. Mr. Kelly, who formerly was assistant station manager in charge of sales, will be in direct charge of operations of the station.

Mitchell Addresses Ad Club In Birmingham

Birmingham, Ala.—Maurice Mitchell, Broadcast Advertising Bureau director, spoke here to the Birmingham Advertising Club on "Effective Radio Advertising." Mitchell's address was one of a series featuring authorities in various advertising fields. He was introduced by Henry P. Johnston, executive director, WSGN.

Clark Appointed

Appointment of James D. Clark as sales manager of WRVA, Richmond, has been announced by gen. mgr. C. T. Lucy. This ups him from account exec. Barron Howard, heretofore both business and general sales mgr., retains title of business manager of the station.

Commission To Limit Anti-Trust Testimony

(Continued from Page 1)

last week arguing that applications for radio facilities with bad anti-trust records should in some cases be disqualified, will apparently not present any oral statement. A Department spokesman may show up, but it seemed likely that the department would rest on the written memo.

Judging from the briefs filed with the Commission, each of the lawyers to appear Monday will maintain that no character taint can be assumed from the fact of anti-trust convictions in other fields. Any weight the Commission gives to anti-trust records, they will maintain, should be only as a part of the general determination of the character of the applicants—and in determining character a history of anti-trust offenses in other industries should not be held very important.

Stated to be heard are counsel for Allen B. DuMont Laboratories, CBS; NAB, Paramount Pictures, Paramount Television Productions, Paterson Broadcasting (Schine Circuit, WPTR, Albany, N. Y.), 20th Century Fox, United Paramount Theaters, Warner Brothers, Westinghouse, Yankee Network, WKY Radiophone, Inc., KOB, Albuquerque, Radio and Lee Broadcasting.

McCrary Celebrates 4th Anniversary At WNBC

Transcribed excerpts of the most popular interviews with celebrities on the Tex and Jinx McCrary programs of the past year are being piled together for a special airing Sunday, when the McCrary's broadcast at high noon marks their fourth anniversary on WNBC, New York. Helping Tex and Jinx select their favorites is one of their faithful listeners, Miss Cassie Szturma, who claims among her favorites the interviews with Gertrude Lawrence; Bob Hope, Ethel Waters, Ezio Pinza, Clare Luce, Hedda Hopper, Alfred Hitchcock, Eddie Cantor, Father James Keller, and Denise Darcel.

New ET Sports Series

Hollywood—Three fifteen-minute transcribed sports shows designed for local sales will be fed weekly by the Standard Transcription Library to its 500 subscribers. It started April 17th, concurrently with the start of the major league baseball season. The show, titled "The Sports Parade," will feature a five-minute feature story on a well-known sports event or personality on each program and will be written by Don Wattrick, sportscaster who has done a show of the same name in Detroit for several years.

Through arrangements with Alert Productions in Hollywood, Standard also offers its subscribers transcribed interviews with leading sports figures around the nation on a separate fee basis.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 16

NEW YORK, MONDAY, APRIL 24, 1950

TEN CENTS

GEN. CLAY OFFERED RMA PRESIDENCY

Calls For More Educator Radio-TV Activity

Quality Programs Are Vital, Says Miss Hennock

Philadelphia, Pa. — Educators were challenged this past weekend to become the vanguard in influencing the broadcasting future or risk being forever mute. Miss Frieda B. Hennock, member of the FCC, forecast the nation's broadcasting future at a "Meet the Press" forum in conjunction

(Continued on Page 6)

FCC Rules For Union In Chrysler-CIO Row

Washington Bureau of RADIO DAILY
Washington—The FCC held Friday that broadcasters may not properly permit one party in a controversial issue to veto all broadcast discussions of the issues by refusing to participate in any such discussion. The Commission held that WWJ, Detroit, has not been acting in the public interest by keeping the United Automobile Workers, CIO, away from its microphones because the

(Continued on Page 4)

CBS, NBC Artists Receive Art Dir. Club Awards

The annual awards and medals for radio and TV advertisements and promotion pieces have been bestowed upon CBS and NBC artists by the

(Continued on Page 3)

YWCA Program

Toeing off on National YWCA Week, ABC has slotted a quarter-hour special dramatic program on Monday, April 24, 9:15-9:30 p.m., starring Susan Douglas, who reached stardom in "Lost Boundaries." Scripted by Irving Tunick, the drama will focus attention on the YWCA's three-million members and how they serve their communities.

Cott's First

Ted Cott's first announcement as manager of WNBC and WNBT fulfills a longstanding wish of Tex and Jinx McCrary to cover the New York scene from three major mediums—radio, television and newspapers. Cott revealed that the couple have signed a new five-year contract with the stations covering their services for both radio and TV and will start a new program titled "Closeup" over the latter medium on August 15. The TV program will be patterned on their radio show which has been on WNBC since 1946. Tex and Jinx also write a daily column for The New York Herald Tribune.

FCC Okays Include Zenith Transmitter

Washington Bureau of RADIO DAILY
Washington—The FCC announced its approval Friday for the installation of a new transmitter in Chicago by Zenith for use in its forthcoming Phonevision tests, as well as okaying the sale of three stations and authorizing several new AM stations. Zenith was permitted to go ahead with plans for a new transmitter for its experimental station, KS2XBS, with effective radiated power of one kilo-

(Continued on Page 3)

General Mills Selects 1st Two Summer Programs

The first two summer programs to be picked up by General Mills as a part of their proposed purchase of 65 half-hour periods have been revealed by NBC as "Night Beat" and "Dangerous Assignment." The purchase, routed through Knox-Reeves Agency of Minneapolis, calls for sponsorship of "Night Beat" to begin

(Continued on Page 3)

House Upholds 10% Tax On Radio Sets

Washington Bureau of RADIO DAILY
Washington — The House Ways and Means Committee decided last Friday to retain the 10 per cent Federal tax on manufacturers' prices for radio receivers, but deferred until this week consideration of the White House request for a similar levy on TV receivers. Although most members were sympathetic to opponents of the tax, it was felt that the budget needs of

(Continued on Page 2)

McNinch Dies In Capital; Headed The FCC In 1937

Washington Bureau of RADIO DAILY
Washington—Former FCC Chairman Frank R. McNinch died late last Thursday night, April 20, at a Washington hospital. A native of Charlotte, N. C., McNinch was 76 years old, a lawyer and for a time a member of Congress. Although a Democrat who bolted to Hoover in

(Continued on Page 3)

Puerto Rican Radio Lifeblood To People, Says Quinones

Radio is the public information and entertainment lifeblood of the Puerto Rican people, Jose Ramon Quinones, president of Puerto Rican radio station WAPA, told a luncheon group of American advertising agency men and American exporters in New York last week-end. Quinones was the featured speaker at the luncheon which was given for him

by the Clark-Wandless-Mann station rep. organization.

Quinones explained to the ad men and exporters "the basic facts of Puerto Rico's economy" and said that his island represented \$350,000,000 worth of annual buying power. He emphasized that Puerto Rico is an integral part of the American na-

(Continued on Page 6)

Ass'n 1st Salaried Head Will Earn \$50,000 Per

Washington Bureau of RADIO DAILY

Washington—RMA leaders will today offer the presidency of their association to General Lucius D. Clay, recently retired from the post of Ambassador to Moscow. The post, said to carry pay in the neighborhood of \$50,000 annually, will be paid for the first time, it was decided by the RMA

(Continued on Page 4)

WINS Injunction Stops AFM Picketing

Late Friday afternoon it was announced that WINS and the Crosley Broadcasting Corporation had been granted a temporary injunction by the Supreme Court of the State of New York restraining Local 802 of the American Federation of Musicians from picketing or boycotting the station, which had been in effect

(Continued on Page 2)

Magnavox Sales Equal \$9 Million For 1st Quarter

Fort Wayne, Indiana — Sales of The Magnavox Company approximating \$9,000,000 for the first three months of 1950 reflect an increase of 50 per cent over the same period of

(Continued on Page 2)

Living Honored

"Living 1949," an NBC documentary, was honored by a Freedoms Foundation award on Friday for "outstanding contribution in bringing about a better understanding of the American way of life." The presentation was made at Town Hall with Sterling W. Fisher, manager of public affairs and the education department, accepting.

Gen. Clay Is Offered Presidency Of RMA

(Continued from Page 1)

board in meeting in Quebec Friday. Retiring August 1 after 23 years as executive vice-president of the association is Bond Geddes, who will remain on the RMA staff as an advisory consultant.

Confirmation at Convention

Confirmation of the new Geddes post, as well as of the selection of a paid president, is expected at the annual RMA convention in Chicago June 5-8. Also to be okayed then are major changes in the association's formation and expansion of the scope of its services to members.

There was no knowledge here that General Clay had actually been approached or had shown any interest in the job. The offer will be made by a special committee headed by Jerome J. Kahn of Standard Transformer Corp., Chicago.

Coyle Upped At WCAW

James F. Coyle, veteran sales staffer for 23 years with WCAU, Philadelphia, has been appointed to a special post in commercial sales development for both radio and TV by Donald W. Thornburgh, station president. For many years, Coyle has been in charge of the station's largest Philadelphia and national accounts.

Send Birthday Greetings To—

April 21

Lois Collier	Max Jordan
Paula Nicoll Carter	Ed Yocum
Arthur Hinett	Ken Schon
Josephine Dee	Ethel Thorsen

April 22

G. Richard Shafto	Eddie Albert
C. Isreal Lutsky	Bert Roggen
Edmund J. Holden	Phil Stewart
Robert Waldrop	
Patrick J. Montague	
Thurston S. Holmes	

April 23

Bob Campbell	Elsie French
Edwin C. Hill	Gwen Jones
Bill Maloney	John W. Baler
John Edwards	Capico Kapps

April 24

Paul Munroe	Helen Baughman
Bob Allison	Betty Rhodes

April 25

Joseph Bell	Phyllis Altschuler
Mitchell Gertz	Florence Warman
Virginia Lee Dodge	

April 26

A. L. Alexander
Eugene J. Cogan

April 27

Lew Crosby	Mel Ronson
J. Franklyn Viola	Ned Wever
Ben Pearson	Martha Torge



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Margaret Truman will make her TV debut this fall, but hasn't decided yet on which program. . . . NBC starting a video series on the 30th with Arlene Francis and Kitty Carlisle tagged "Answer Yes Or No." . . . Best job in teevee belongs to Bert Miller, who sees to it that none of the gals get in front of an NBC camera with too much plunge to the neckline. . . . Franchot Tone set for a Bob Monroe "High Adventure" session next month. . . . Rex Marshall, who does some of the most convincing speling TV has yet seen, is in the highly enviable position right now of having to turn down shows because of conflict. However, he has picked up a few, namely: "Blind Date," Kuda Bux and the Lee Tracy series. . . . Roosevelt Raceway officials can't make up their minds whether they want a disc jockey show out at the trotting track this summer or not.

☆ ☆ ☆ ☆

● ● ● If we were giving out Oscars this month for outstanding TV performances, we'd settle for Betty Garde's portrayal of Ma Barker, the cold-blooded head of her criminal brood, on "Suspense," and Milton C. Herman on "Hands of Murder" recently. These solid radio performers are coming into their own via the new medium which is made to order for their varied talents. . . . Bill Tabbert opens at the Penthouse Club tonite. . . . "Red" Roger Kunkis, after one guest shot on "Juve Jury," signed as a regular on the panel. . . . H'wood buzzing with talk about studios pooling ten million bux to sell movies via a musical series on TV with Chas. Sanford handling the music. . . . "Why don't they put all those cowboy pictures on Channel 6-gun?" queries Jean Carroll.

☆ ☆ ☆ ☆

● ● ● Walter Kiernan was bemoaning the apathy of his fans the other ayem. "When Mary Margaret McBride got trapped in her stays," he said, "she got some 4000 letters of sympathy. When I fell in the shower, all I got was one card—from a fellow who sells bath mats." . . . Allen Jones and Irene Hervey may be the first Americans to do a husband-and-wife radio routine over BBC. Deal hinges on success of act in their British Isles tour beginning next month. . . . Martin Begley, head of NBC-TV casting, handing out seegars. His son, Martin, Jr., former NBC page, recently won a stiff competitive audition for staff announcing berth at KUBC, Montrose, Calif. . . . Ruth Lear Baer, former editor of "True Experiences," now doing ditto assignment for Jay Strong, TV package producer. . . . Artie Hershkowitz acting as legal counsel for the Publicist's Guild, for gratis, natch.

☆ ☆ ☆ ☆

● ● ● Hank Sylvern writing an organ piece called "Suspense" as a salute to the popular show for which he supplies the background music. . . . Mari Yanofsky, speaking before a Women's Group on the subject of women's rights, cracked: "I don't want equal rights. I prefer special privileges." . . . Lloyd Nolan readying a new TV'er. . . . Mort Levin preparing a new comedy series for Jack Gilford. . . . Mel Allen has named Robert Q. Lewis chairman of the entertainment division to collect sports equipment for the children of Israel. . . . Toughest job in radio belongs to Eddie Cantor. He has to plug "That Wonderful Schick Kit." . . . Herb Sheldon's poetic thawt for today: Lots of TV panelists need analysts.

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FCC Rules For Union In Chrysler-CIO Row

(Continued from Page 1)

Chrysler Corporation has failed to accept invitations that it also appear over WWJ to discuss the current UAW strike against Chrysler. The union objected last month, and WWJ has furnished the Commission with an explanation of its refusal of time to the union to discuss strike issues. The station's policy has been not to grant the time unless both the union and management agree to use WWJ facilities. Chrysler refused; even though WWJ told the FCC it believed that "a public airing of issues in a labor-management dispute should be conducive to the public weal."

Because of the great public interest involved, the Commission held: "it appears that your action in this case is not in accord with the principles enunciated by the Commission in its decision," Editorializing by Broadcast Licensees, released June 2, 1949. Said the Commission:

"Your special attention is called to that portion of Paragraph 8 in the Commission's decision which states that ' . . . where the licensee has determined that the subject is of sufficient import to receive broadcast attention, it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position. Fairness in such circumstances might require no more than that the licensee make a reasonable effort to secure responsible presentation of the particular position and, if it fails in this effort, to continue to make available its facilities to the spokesmen for such position in the event that, after the original programs are broadcast, they then decide to avail themselves of a right to reply to present their contrary opinion. . . ."

"Since the issues in the Chrysler strike are admittedly of public importance, and on the basis of the information before us, it seems clear that the policy of the station in connection with this matter is contrary to the above stated principles set forth in the above-mentioned decision of the Commission.

"You are requested to review your action in this case and provide the Commission with a further statement regarding it."

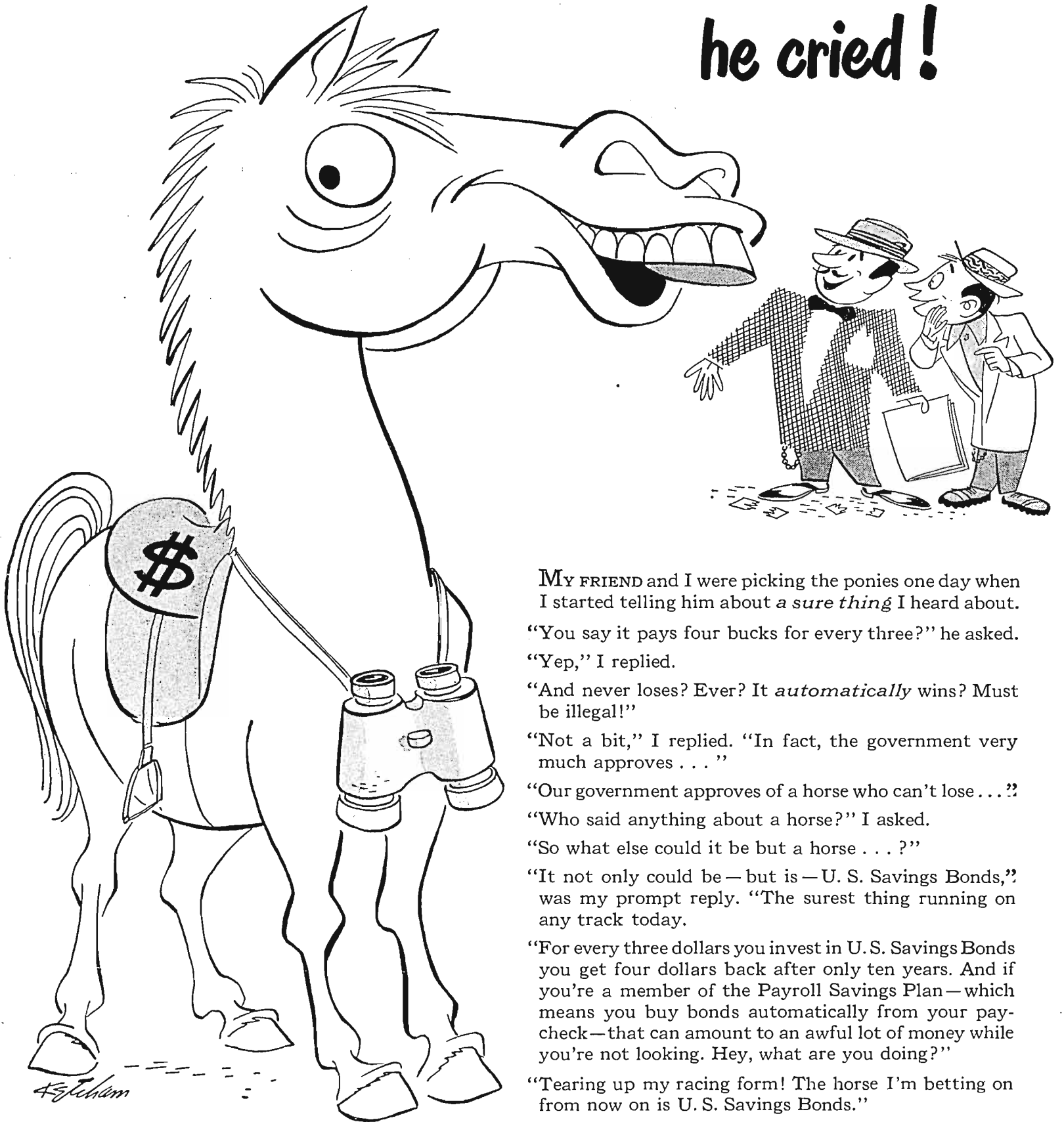
Anita Barnett Killed

Coshockton, O.—Anita Barnett, 24, continuity director of WTNS, Coshockton, O., was killed April 10 when she lost control of her car.

PUBLICIST TOP EXPERIENCE

Radio, Personalities, Entertainment
Commercial, Industrial, Financial
Available At Once
Full-Time, Part-Time or Free-Lance Basis
Write Box No. 126, RADIO DAILY
1501 Broadway, New York 18, N. Y.

"There's no such animal," he cried!



MY FRIEND and I were picking the ponies one day when I started telling him about a *sure thing* I heard about.

"You say it pays four bucks for every three?" he asked.

"Yep," I replied.

"And never loses? Ever? It *automatically* wins? Must be illegal!"

"Not a bit," I replied. "In fact, the government very much approves . . ."

"Our government approves of a horse who can't lose . . .?"

"Who said anything about a horse?" I asked.

"So what else could it be but a horse . . .?"

"It not only could be — but is — U. S. Savings Bonds," was my prompt reply. "The surest thing running on any track today.

"For every three dollars you invest in U. S. Savings Bonds you get four dollars back after only ten years. And if you're a member of the Payroll Savings Plan — which means you buy bonds automatically from your paycheck — that can amount to an awful lot of money while you're not looking. Hey, what are you doing?"

"Tearing up my racing form! The horse I'm betting on from now on is U. S. Savings Bonds."

Automatic saving is sure saving — U.S. Savings Bonds



This Space Contributed By RADIO DAILY

www.americanradiohistory.com

Quinones Says Radio Is Lifeblood Of P. R.

(Continued from Page 1)
tion, "even though we are sometimes treated as though we were a foreign nation."

He said that current sets-in-use figures on Puerto Rico did not accurately mirror radio's true power on the island. "Radio in Puerto Rico," he said, "is much like television in the United States in that it has a large public place audience." This, he explained, meant that bars, community centers and other gathering places for the population attract large numbers of Puerto Ricans who come only to listen to the broadcasts.

Comparatively speaking, he continued, newspaper and magazine advertising is proportionately much more expensive than is radio advertising for the number of people reached. Printed media, he said, is comparatively expensive to the reader and is often priced over the pocketbooks of the average islander.

To radio he gave credit for being the primary source of education to the largely illiterate Puerto Rican population and said it was on radio that a majority of the people depended for news and public information.

In addition to his radio interests, Quinones is also active in sugar and Puerto Rican banking.

Quinones touched briefly on the constant development of his home island as a tourist mecca, and said that this too would add to Puerto Rico's interest as a primary market.

Discussing current Puerto Rican radio, he said that it had grown too quickly following the lifting of the CP freeze following the war. Two stations, he said, have discontinued business within the past few months.

Quinones station, one of the most stable on the island, is a 10,000 watt and is affiliated with MBS and ABC.

Smith Starts 20th Year In Coast-To-Coast Radio

Kate Smith will quietly launch her twentieth consecutive year on coast-to-coast radio during her Mutual network "Kate Smith Speaks" program at high noon on May 1st. Coincident with this is also the 13th birthday of her quarter-hour commentaries with Ted Colins as partner.

Eton J. Bowers

Montreal—Eton J. (Eddie) Bowers, pioneer Toronto radio man, died suddenly there from a stroke April 19. When radio engineer with CFCA, he was credited with making one of the first workable crystal sets in Canada. He continued with CFCA from its inception in 1922 until 1927 when he became associated with the late Edward S. Rogers in founding CFRB, from which he retired four years ago. He was a native of Philadelphia, Pa.

★ THE WEEK IN RADIO ★

Speakers Tell The Story

By BOB GREBE

THE big stories last week for the most part bore Chicago datelines as NAB management sessions ran their course beginning on Sunday and winding up on Wednesday. FCC chairman Wayne Coy, in one of the top addresses, declared that radio revenues have not been hurt significantly by video. Edgar Kobak, former MBS president, urged improvements in NAB services and told broadcasters not to sell radio short. UN Ambassador Warren Austin at the opening session thanked the industry for support given the international body. The NAB board announced that William B. Ryan, general manager of KFI in Los Angeles, has been appointed general manager of the association and will take his post on May 1. The role of FM was emphasized by Stanley Joseloff, Storecast head, who said the medium could deliver many new services to the general public and advertisers.

Other convention doings were: a proposal that NAB institute a study looking toward the separation of NAB sales promotional activities in the fields of radio and tele; a suggestion that unions take it easy on the industry this year because of the struggle between radio and TV, made by C. L. Thomas, general manager of KXOX, Sweetwater, Texas; a threat of the networks to pull out of NAB with a meeting between top association officials and net execs scheduled for early May; steps taken by Mutual to develop a video network; announced opposition of NAB board members to the section of the Hoover plan which would give the FCC chairman new executive powers; and a suggestion by Lee Jacobs of KBKR in Baker, Oregon, for better public relations in the industry.

Elsewhere: radio measures before Congress appeared as good as dead; the U. N. offered its radio programs to stations for commercial sponsorship; Mutual-Don Lee dropped four stations on the West Coast; ABC separated radio and television in its stations' department; the FCC approved seven new outlets for AM; Westinghouse reported earnings tops in the first quarter of 1950; Richard Crisler was named to head Transit

Radio; and BMI observed its tenth anniversary.

Another appointment was that of Dick Pack as program director of WNEW, succeeding Ted Cott, who last week took over at WNBC and WNBT as general manager. . . . In Oklahoma, a new broadcasters association completed its organization. . . . RMA started a campaign to have phonographs made to accommodate three speeds. . . . Proposals were made to unite RCA Communications and American Cable and Radio Corporation. . . . Canada's Bureau of Statistics revealed that radio set sales increased 22 per cent in 1949 over the previous year.

RMA also disclosed that Wayne Coy will address their convention in June. . . . Pacific Regional Network set May 14 as its starting date. . . . New York stations were asked by the county lawyers association to drop shows giving out legal information. . . . CBS reported that its earnings for the first quarter of 1950 were almost double those of last year. . . . D. C. Stewart was named general manager of Kenyon & Eckhardt, Inc. . . . MGM announced its release of 45 rpm records in early May. . . . And the FCC said that it will restrict testimony to 20 minutes in the hearing beginning today on uniform anti-trust policy.

Getting ready for summertime, ABC announced program shufflings coming in May and June. In the foreign language field, Pulse reported that a potential audience of more than six million is indicated in 16 markets where Italian and Polish are spoken. Nielsen ratings again found Lux Radio Theater and Jack Benny topping list. BMI named Al D. Nichols as its comptroller.

Another story carrying a Washington dateline was an announcement by Attorney General J. Howard McGrath asking that broadcasts of horse races be delayed by one hour. CBS revealed that it will cover Dodge baseball games on a selected web. . . . and Charles T. Lipscomb was elected president of the Pepsodent division of Lever Brothers. In Cincinnati, James D. Shouse said WLW has no intention of dropping NBC.

WORD, WDXY Baseball

The baseball season opened here April 18 with WORD and WDXY set to carry all the games played by the Spartanburg Peaches in the Tri-State League both at home and on the road and also a Big League game every afternoon fed to the stations by the Liberty Network.

This is the fourth year WORD and WDXY have had exclusive rights to broadcast the Peaches games. They are again sponsored this year by the Spartanburg Coca-Cola Bottling Company, The Aug. W. Smith Company, Cudd and Coan Insurance Company and the White Dot Grocery Stores. Every Peaches game is broadcast live.

Military Sounding Board

Washington—America's top brass now has sounding board on new ABC series, Primer of American Defense, started on Tuesday, April 18 at 10 p.m. (EST). First person to be interviewed by commentator Elmer Davis was General Omar Bradley, chairman of the Joint Chiefs of Staff, on the overall picture of U. S. defense. Others to be heard on following Tuesdays are: General J. Lawton Collins, U. S. Army Chief of Staff; Admiral Forrest P. Sherman, Chief of Naval Operations; and General Hoyt S. Vandenberg, Air Force Chief of Staff. Other members of the press will do the interviewing on future dates.

Miss Hennock Urges Schools To Enter TV

(Continued from Page 1)

with the 37th Annual Schoolmens Week in Philadelphia. "Education once sold its broadcasting birthright for a mess of pottage," Miss Hennock said. "You can't let that happen again." She urged educators into activity in maturing television at the beginning and said, "You must stay in it," "I think you have all learned by experience that if improperly handled, educational broadcasting can be exceedingly dull. You and the broadcasting industry must devise ways to make it interesting and attractive," the Commissioner added.

"I can think of no group more fit to lend direction to broadcasting than your educational organizations," she declared. "Through close cooperation with commercial broadcasters and through the ownership of your own stations which set an example for the entire industry, I am sure you can lead American broadcasting down a brighter road."

"It is only you who can show the people something new and better. You are the ones who can prove that our people do appreciate finer things. You are the ones who can teach broadcasters what the most appropriate programs for children are. You are the ones, who can help to channel the great talent in the broadcasting industry into the production of better cultural programs for us all."

Following Commissioner Hennock's talk a special "Meet the Press" demonstration was held where four local newspaper men asked questions and were answered by Miss Hennock. This quiz program was broadcast at 1:30 p.m., Sunday, April 23 by WIP. Participating newspaper men were Merrill Panitt of the Philadelphia Inquirer; Miss Betty Heineman of United Press; Paul Jones of the Philadelphia Bulletin, and Jerry Gaghan of the Philadelphia Daily News. Laurence E. Spivak, editor of the American Mercury Magazine was moderator of the panel. Other participants were Miss Martha Rountree, producer of the radio program, "Meet the Press," Rev. Charles George McAleer, of the faculty of St. Thomas More High School and Samuel Serota, educational director of WIP.

Godfrey's "Talent Scouts" Expanded To Alaska Web

Arthur Godfrey's Talent Scouts will be expanded to all six stations of the Alaska Broadcasting System, beginning September 25, Pan American Broadcasting Company, reps for the net in New York reported yesterday. The program has already been renewed over KFQD, Anchorage, and KFRB, Fairbanks, for the period from April 17 through May 22. Following a 17 week hiatus, the show will be carried in the Fall for the remainder of a 52-week contract.

TELEVISION DAILY

Section of RADIO DAILY, Monday, April 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

NO NAB TELE CODE IN NEAR FUTURE

TELE TOPICS

CENSORSHIP—a nasty word in anybody's language except under the most extenuating circumstances—is currently the hot item of conversation in network offices, high-class gin mills and studios along Video View. Sparked by the appearance of Joseph I. Breen of the motion pictures before the ATS luncheon last week, and by Theodore Streibert's remarks at that meeting, everyone in New York is wondering just what is happening re "production codes." No one seems to have any concrete opinions as to the stage of code developments but the consensus of opinion among telecasters is that video, as a new medium, has much to learn about what is, and what is not good form. This, however, many of them feel, is no reason for jumping too quickly at a "code" which might hamper video's growth and breadth of expression.

GILLETTE SAFETY RAZOR has picked up the tab for CBS' special half-hour broadcast and telecast of the Kentucky Derby from Churchill Downs on May 6; Clem McCarthy calls the race for radio, Bryan Field for the TV film which goes on the CBS interconnected TV network later that day and over non-intercons on May 9. . . . "That Wonderful Guy," a Charles Irving Prod., is still the subject of a price fight between ABC and Toni. Toni originally held an option, let it go, later decided to sponsor; ABC upped the price, the fight goes on. . . . TV coverage of the Western Open Golf Championship slated for KECA-TV, Hollywood, on May 18-21. . . . "Your Vote Is Your Chance" is title given to three TV programs on WCAU-TV, Philadelphia, Monday eves after May 1 until primary elections on May 16. . . . Tele-tone Radio Corp. pitches in with co-sponsorship with Davega Stores of WQXR, N. Y., program plugging Tele-tone 19-inch TV consoles. . . . Reports that a Detroit automobile company would sponsor the telecast of Notre Dame home football games next fall were confirmed here yesterday following a conference between representatives of the university and the Chevrolet Motor Division. The development is in line with an agreement signed by Notre Dame with the DuMont Television Network before the Big Ten voted against television for member schools.

CHICO MARX signed to star in "Papa Romani," next "Silver Theater" program scheduled for filming at Jerry Fairbanks Prods. . . . Milton Berle, signed by RCA Victor to an exclusive recording contract, released his first disc this week. . . . RCA color television given first public demonstration over week-end at Home Builders Exposition in Washington, D. C.

CBS Gets Rights To 'Strange Adventure'

An agreement licensing to CBS the exclusive U. S. rights to 52 completed "Strange Adventure" teleplays has been reached between the web and Gordon W. Levey, prexy of General Television Enterprises. Terms of the arrangement called for a cash advance of \$225,000 covering a four-year period with the stipulation that when CBS recovers said amount, the two organizations become 50-50 partners, with ten one-year options. Estimated 14-year income for the combined operations is \$2,000,000.

Films Sold to P. & G.

Originally, the films were sold to Procter & Gamble for first run showings only, reverting to GTE in thirty days; later, they were telecast on first and second run basis over 29 TV stations to date. The original production outlay of GTE's \$300,000 has now been recovered within ten months after start of production; \$225,000 from CBS combined with \$90,000 from P & G.

TV Receivers Account For 60% OF Motorola Biz

Banner sales of \$35,500,000 for Motorola, Inc. during the first three months of 1950 were announced yesterday by Paul V. Galvin, president. Of this sum, 60 per cent is accounted for by TV receivers.

First College Video Station, Syracuse, Goes On Air Wed.

Syracuse, N. Y.—Syracuse University will make its debut in television at 10:30 p.m. Wednesday, when the first official telecast from its new campus studio is presented over the WSYR-TV transmitter.

Owning and operating its own TV studio with a transmitter outlet through the commercial station, Syracuse University early this year became the first institution of higher education to embark on a full-scale cooperative venture in television training and programming.

Student engineers, who have just completed an intensive training course while the campus video studio was being constructed, will be at the controls when the first show goes out to Central New York video audiences on Channel 5.

SAG Serves Notice On Actor Jurisdiction

West Coast Bureau of RADIO DAILY

Hollywood — The Screen Actors Guild has served legal notice on all motion picture producers and national television networks and stations that it, and it alone, is the sole exclusive collective bargaining agent for actors in motion pictures "however the motion pictures are presented." The notice was served on recipients via an official SAG letter which was received over the week-end.

Claims NLRB Recognition

A spokesman for the SAG in New York said that his organization was recognized by the National Labor Relations Board as bargaining agent for film actors and would stand on that recognition even though the 4-A's last week gave jurisdiction over TV presented film actors to the Television Authority.

The SAG letter went on to say: "Neither the so-called Television Authority nor any union other than the Guild is authorized to bargain for actors" who appear on film, however presented.

No comment of the letter has yet been available from any of the principals except SAG.

This action by the SAG is generally believed by informed sources to be the start of action in what will be a long and bitter fight for jurisdiction over TV actors who appear on film.

Report Markham "Looking Into" Standards

There is apparently no immediate likelihood of an NAB-sponsored code for TV programming, it was learned here Friday, although George Emerson Markham, NAB TV head, is reported "looking into" the matter of standards for video. The drawing up of a code was urged last week by the National Council of Catholic Men, and has been pointed up also by the recent adherence of WOR-TV, New York, to the principles of the production code of the Motion Picture Association.

There has been discussion at NAB in the past of attempting to apply the standards of practice for aural broadcast to video, but association officials now admit the problems are so different this would not work out. In view of the fairly complicated procedure required before a code could be drafted, approved by various parts of the organization and finally adopted, it was believed here that no code proposal is now in the writing stage.

The National Council of Catholic Men, meanwhile, has followed up its suggestion for a TV code with the issuance of a comprehensive survey on church use of TV, with suggestions to local groups on how to use the medium.

Heavy Bi-Lingual Sked Planned For CBC-TV

Montreal—Montreal will get three hours per day, seven days weekly, of bi-lingual evening television when the CBC starts operating here. It is the intention that Montreal will have five TV channels, each carrying a program, to choose from when operations reach their planned peak. Top U. S. TV shows will be piped in via coaxial cable, cost of which has dropped from \$27,000 to \$10,000 per mile.

CBC hopes eventually to have a coast-to-coast TV coaxial network, reaching half of Canada's population via a million and half receivers. There are 10,000 operating in Canada at present in border areas. Estimated cost of the network is \$35 to \$50 million.

John McClay To WPIX

Philadelphia — John L. McClay, program manager of WCAU-TV, of this city, has been named to the post of director of operations at WPIX, New York, television station of the New York Daily News.

Billions of speeding electrons set phosphors "on fire"

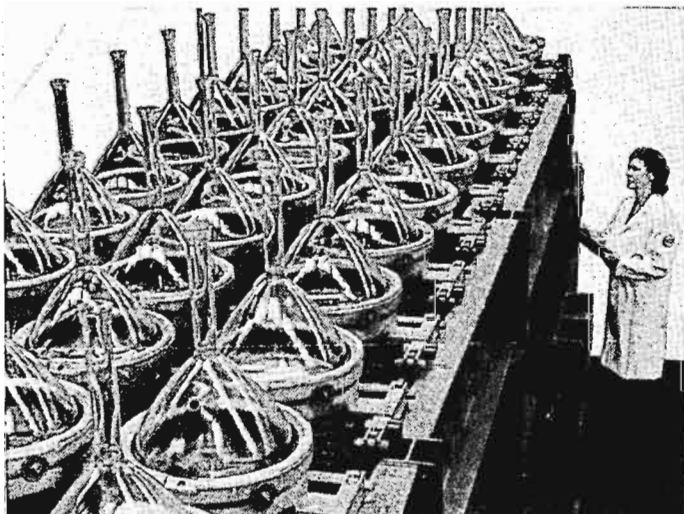
Gleaming luminescent materials, excited by an electron beam, help create television pictures

No. 5 in a series outlining high points in television history

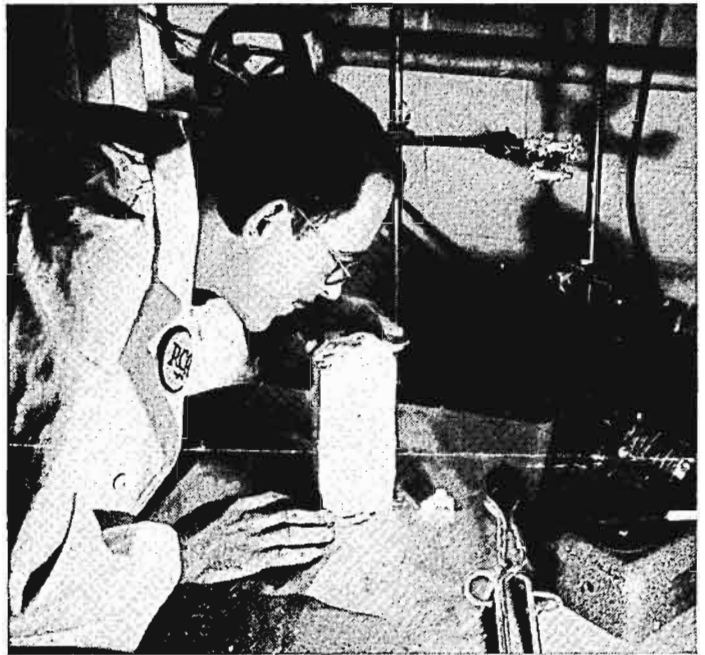
Photos from the historical collection of RCA

• "Specpure Laboratory," said a sign at RCA Laboratories, "Do Not Enter. Dust Is Our No. 1 Trouble-maker." On the floor were moistened rugs to trap shoe-borne dust. Scientists and technicians had to change to clean white clothing before entering the room.

Purpose of this meticulous housekeeping was to provide a place where no speck of dirt would handicap the work in progress. RCA scientists were studying *luminescent materials*—seeking ways to produce them in bulk, while maintaining utmost quality and purity. Not even



In a special vibration-free room, air-conditioned—and with temperature and humidity evenly controlled—tubes move at a snail's pace along this settling belt, while the luminescent coating settles on the face of the bulb in a delicate, film-like covering—a flawless surface, smooth and uniform.



This block of luminescent material, energized by ultraviolet light, provided illumination for this photograph. Luminescent materials of the highest purity are produced in bulk at RCA Tube Plant.

a speck of foreign matter could be tolerated. One part of copper in ten million will show up as green spots on a television screen.

Although phosphors have been known for centuries—since even sugar, salt, and diamonds have been found to have luminescent properties—little intensive research was done until scientists began seeking to perfect these glowing materials for use on the screens of television receivers. A scientist at RCA Laboratories, in the Specpure Room, was one of the first to develop the fundamentals for a way of making luminescent materials in bulk for television.

This development is one of the reasons why, at RCA Tube Plant in Lancaster, Pa., they can now be made by the tankful! Even in mass production, each "batch" has uniform characteristics. White light, of the type most suitable for creating television pictures, is produced by mixtures of luminescent materials combined in exactly the correct proportion.

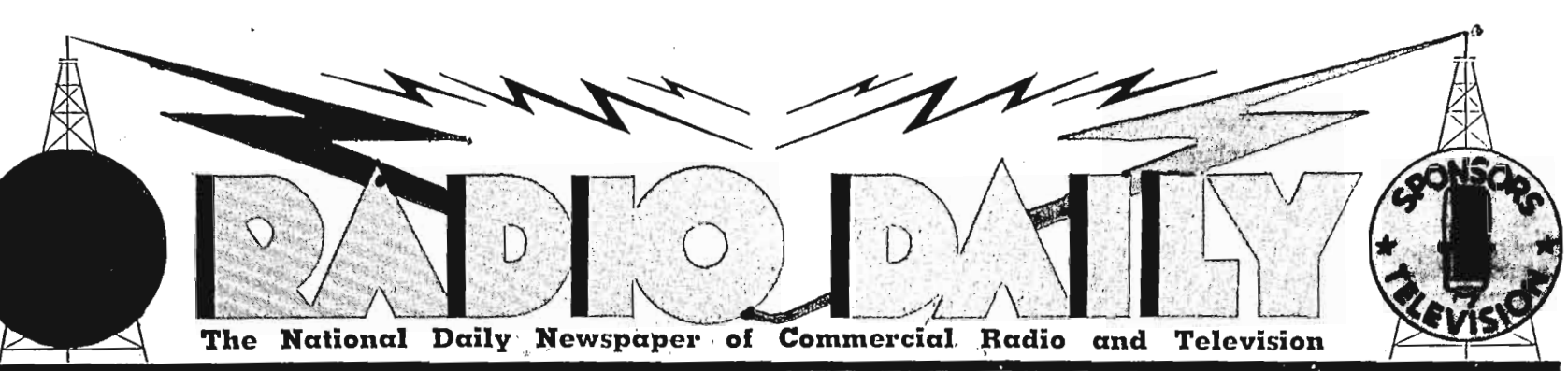
Guarded at every step against any trace of contamination, these phosphors are deposited in a delicate film-like coating on the faceplates of television tubes... where they cling to the glass by a form of molecular attraction. Excited by an electron beam, they glow with a brilliant white light and thus produce the crisp black-and-white pictures we see on television.

To television, the phosphors developed by RCA scientists are as important as paint is to a painter. The face of the kinescope tube is the "canvas." A picture appears as a visible image when the electron gun acts as a "paint brush" to create patterns in the phosphors!



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION



SURPRISE STRIKE HITS TWO NETWORKS

Skouras To Push Theater-TV, Not Phonevision

Holds Film Firms Owe Support To Movie Houses

Chicago—Spyros P. Skouras, 20th Century-Fox president, painted a glowing future for theater television yesterday before the 67th semi-annual convention of the Society of Motion Picture and Television Engineers in the Drake Hotel, while at the same time writing off phonevision com-

(Continued on Page 7)

Movie Firms Heard In Anti-Trust Action

Washington Bureau of RADIO DAILY
 Washington—Business practices of major nets were every bit as precarious as those of the major film companies which led to the Government's titanic divorce battle, the FCC was told yesterday by counsel for United Paramount Theaters. He did not call for the lifting of network licenses, but argued that

(Continued on Page 6)

Coast Listeners Group Surveys Children's Shows

The Children's Committee of the Radio Listeners of Northern California, has issued an annual report criticizing programs for children in the San Francisco area and condemning broadcasters for having failed to meet the needs of children;

(Continued on Page 2)

BMI STOLE THE NAB SHOW

By FRANK BURKE
 Editor, of RADIO DAILY

BROADCASTERS taking stock of last week's NAB convention in Chicago seem agreed that it was a great tenth anniversary party for Broadcast Music, Inc. The consensus is that BMI stole the show and NAB as an industry organization fell way short of giving the dues paying members the constructive assistance needed in these days of highly competitive selling.

Most criticism was directed to the manner in which the Management Conference functioned and the lack of speakers and roundtable discussions on controversial matters.

The nearest approach to a provocative radio meeting was the indies get-together. This session, however, failed to develop any criticism, constructive or otherwise, which might have added zest to the gathering.

The presentation of Ambassador Warren R. Austin, U. S. representative to United Nations, before a corporal's guard at the Eighth Street theater on the afternoon of the first day was a disgraceful demonstration of indifference. Senator Austin was first introduced to a luncheon session in the grand ballroom and later the meeting moved to the theater. The crowd that followed him to the theater numbered less than 100.

Again on the second day—Tuesday—Wayne C. Coy, chairman of the FCC, and Paul G. Hoffman, administrator of ECA, spoke before only a small percentage of the broadcasters when they appeared at the Tuesday afternoon session at the Eighth

(Continued on Page 2)

NABET Engineers Out Two Hours At NBC-ABC

In a surprise move, National Association of Broadcast Engineers and Technicians employed by two networks staged an unheralded sit-down strike around 4 p. m., yesterday with resultant confusion in operations of the network schedules of radio and TV shows. They resumed

(Continued on Page 5)

Name New Directors For Adv. Council

MBS president Frank K. White has been named a board member and CBS president Frank Stanton a director-at-large of The Advertising Council, Samuel C. Gale, chairman announced yesterday. White will serve as one of the radio industry representatives on the board while Stanton, a council board mem-

(Continued on Page 2)

Webs Making Plans To Cover Elections

Extensive radio coverage of primary elections in crucial areas and the nationwide tour of President Truman has been lined up by four major networks.

For the primaries, NBC will send W. W. Chaplin to Alabama, Florida, Pennsylvania and other states to record speeches and gather latest data on the campaigns. The material will be used on the News of the World program and the World News

(Continued on Page 6)

Sindlinger Drops Measuring Service

Sindlinger and Co., Inc., the Philadelphia radio and TV audience measurement firm which provided an automatic instantaneous program rating in that city, has ceased to do business, according to an announcement by Albert E. Sindlinger, president. No reasons were given for the discontinuance of the service.

"We have today closed our offices, suspended business and notified the Telephone Company to disconnect

(Continued on Page 3)

Lux Theater Continues To Lead Nighttime List

Lux Radio Theater at 24.2, Godfrey's Talent Scouts at 21.7 and Jack Benny with 20.8—all on CBS—continue to hold down the top three spots for nighttime programs, according to the latest National Nielsen-Ratings released yesterday. Fol-

(Continued on Page 2)

Coy Favors Legislation On Broadcasting Of Races

Washington Bureau of RADIO DAILY
 Washington — FCC Chairman Wayne Coy called upon the Senate Interstate Commerce Committee yesterday to adopt legislation which would permit broadcasters to carry instantaneous coverage of races and other sporting events, but would ban any broadcast of betting odds or prices paid. This proposal was of-

ferred in lieu of a Department of Justice bill before the committee which would force a one-hour lapse between races and broadcast of the races.

Coy's version would treat radio and printed publications in Interstate Commerce alike. He held that information on betting odds and

(Continued on Page 3)

Special Appeal

Network shows with "CARE" allocations during the next three weeks have been asked by the Advertising Council to sway the emphasis of their appeals to persuade senders of "CARE" packages to send them to the West Berlin sector, to better conditions of the people there before the Russians stage their "student" demonstrations on May 28th.

Expansion

An additional quarter-hour segment is slated for Tex and Jinx McCrary's morning show on WNBC, New York, on May 15th when Teddy's—The House of Seafood, Inc.—begins sponsorship of that segment, giving the McCrary's a full hour, 8:30-9:30 a.m. The 13-week contract was shuttled through the Peck Advertising Agency.



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ROME BUREAU

John Perdicari Ludovisi 16

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FINANCIAL

(April 24)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked

Gagsters To Host Gardner

Hy Gardner, humor-columnist and radio commentator, will be guest of honor at the National Laugh Foundation Gagwriters Luncheon at Trader Tom's Steak House, Thursday, April 27, at 1 p.m.

Massce-Barnett Co. Inc.

Established 1887 723 - 7th Ave., N.Y.C. Tel.: Cl. 5-6080 INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES. Agents in all parts of the world.

Coast Listeners' Group Surveys Children's Shows

(Continued from Page 1)

specifically, the committee cited that only five per cent of programming on the California airwaves can be called children's fare. Out of 43 programs named in the report, the committee adjudged 15 as "excellent," 10 "good," 5 "fair," and 13 "poor." Taking the blue ribbons on San Francisco stations were: Fred Waring, KNBC; Let's Pretend, KCBS; Les Malloy, KYA; Signposts for Young Scientists, KNBC; Story Teller, KFRC; Standard School for Broadcast, KNBC; Tunes for Tots, KSFO; Junior Jingles, KNBC; Quiz-down, KGO; Youth Symphony, KFRC; Schoolcast, KGO; NBC Theater, KNBC; Cavalcade of America, KNBC; Gold Rush Days, KCBS; Mr. President, KGO. The Children's Committee, headed by Mrs. Gordon B. Mitchell, is composed of member representatives from West coast organizations including the California Federation of Women's Clubs, Amer. Assn. of University Women, P.T.A. groups, Mothers' Clubs, youth organizations, educational societies, and religious groups.

Lux Theater Continues To Lead Nighttime List

(Continued from Page 1)

Following were Charlie McCarthy (CBC) at 18.2, Amos 'n' Andy (CBS) at 17.9 and You Bet Your Life (CBS) at 17.5.

Sole NBC show in the top ten was Fibber McGee & Molly at 17.3 in seventh place. My Friend Irma (CBC) at 17.2 placed eighth, Walter Winchell (ABC) at 17.1 was ninth and Mystery Theater (CBS) at 15.6 was tenth.

Nielsen's report also says that the average hours listened per day fell from four hours and 18 minutes in March, 1949, to four hours and one minute in March, 1950.

Honor INS Correspondent

Kingsbury Smith, European General Manager of International News Service, was chosen as winner of the George R. Holmes Memorial Award for 1949, given each year to the INS reporter who has done the most outstanding job of news reporting during the year. Based on his two exclusive interviews with Stalin in early '49, the award was presented to Smith at a Waldorf-Astoria luncheon attended by over 1000 editors and publishers now in New York for the ANPA convention. Also for the Stalin interviews, Smith has copped two other honors, one award from the Journalism Dep. of Long Island Univ. and another from the Headliners' Club of Atlantic City for exclusive foreign correspondence.

Penn. Broadcasters To Meet

The annual membership confab of the Pennsylvania Association of Broadcasters has been put on the docket for June 5th, at Bedford Springs Hotel, Bedford, Pa.

Name New Directors For Advtg. Council

(Continued from Page 1)

ber since 1946, is vice-chairman of the executive committee.

Also chosen as board members were Joseph Katz, who heads his own agency, and Charles E. Moreau, president of Moreau Publications, Inc. Katz will represent agencies and Moreau will represent newspapers. Edwin S. Friendly of The New York World Telegram and The Sun was another director-at-large selected. He has served on the board since 1942.

White joins Ralph Hardy of NAB, Paul Morency of WTIC, Hartford, Niles Trammell of NBC and Mark Woods of ABC as radio reps on the board. Stanton, formerly serving as a radio rep, now assumes a director-at-large position.

Gets Power Increase

A power increase from 1,000 to 30,000 watts for WJBK-FM, Detroit, went into effect on April 18th in time for coverage of the 1950 Detroit Tiger season. Major objective of the increase is better reception in Detroit's downtown areas, plus Port Huron, Mich., and Toledo, Ohio, according to the announcement by Richard E. Jones, general manager of the Fort Industry Co.'s Detroit operations. On a daily schedule from 12:00 noon till 11:00 p.m., WJBK-FM will operate on an interim basis of 20,000 watts until installation of new Western Electric transmitter.

BMI Stole Show

(Continued from Page 1)

Street Theater. This was another instance of bad timing on the part of NAB executives. The large luncheon crowd in the ballroom was allowed to disperse before the afternoon session of the Management conference got under way.

It remained for the TV crowd to get the largest turnout at any of the Eighth Street theater sessions. This meeting held on Wednesday morning, the last day, attracted key men of the TV industry and proved most inspirational of the whole three-day conference. The video boys, however, were not too happy. They felt they had been relegated to the last day position of a fill in.

Responsibility for the lack of coordination and showmanship was charged to NAB by the visiting broadcasters. They felt almost to a man that the district meetings of the past fall and winter were far more informative and beneficial to them.

Passive attitude of the networks also threw a damper on the proceedings. The fact that none of the network president actually participated in the proceeding, and the webs furnished only token representation at the sessions indicated that NAB has lost favor with the networks.

Credit for bringing at least some color and showmanship to the proceedings goes to BMI and their tenth anniversary theme. The BMI crowd were everything and their presence was a musical reminder that the industry organization has at least one on during achievement to turn to in these days of critical appraisal.

Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Coy Asks New Bill On Track Broadcasts

(Continued from Page 1)

Prices — "whether for broadcasting or printed publication— can hardly be said to serve any legitimate purpose. No greater right can be claimed by newspapers or broadcasting stations with respect to such information than they now have with respect to lottery information."

The FCC needs no additional authority, Coy said, in the event new anti-gambling legislation is voted. The Commission presently . . . has adequate authority to deny the renewal of licenses to any broadcast licensee which broadcasts material made illegal by any Federal statute," he noted. "Under our draft of the bill, the Commission could and would use these powers in addition to implementation to theriminal sanctions."

Coy said there are two basis Commission objections to the bill before the committee—first "the indefinite character of the definitions of the types of information which would be prohibited by the bill," and, second, "the aspects of the proposed legislation which, instead of making transmission of specified types of information a crime, would make the enforcement of the statute a matter of administrative interpretation and regulation."

"The burden for enforcement of the anti-gambling statute would be placed entirely on the shoulders of the FCC and upon the communications industry which it regulates." This is both wrong and unnecessary, he held.

Originating In Detroit

Martin Block, WNEW disc jockey, will journey to Detroit this Thursday, April 27 to do a special afternoon stint in behalf of the American Cancer Society's 1950 Crusade. He will appear on regular disc show, "Johnny The Bell Boy," on WJKB.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

- MORNING
- AFTERNOON
- EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

★ AGENCY NEWSCAST ★

WARNER M. WILSON has joined the staff of Dancer-Fitzgerald-Sample, Inc. as an account executive. He was previously with Foote, Cone & Belding and Lord & Thomas.

ALBERT A. LOGAN has been elected to the board of directors of W. Earl Bothwell, Inc. Logan was also elected secretary. Clark Glenn, Virginia D. Paxton, William R. Dahlman and Fred E. Baxter were re-elected directors.

ORIGINAL BEER IMPORTING AND DISTRIBUTING COMPANY to Peck Advertising Agency for Amstel Beer.

THE GREENBRIER HOTEL of White Sulphur Springs, W. Va. to Robert Conahay & Associates.

CHRISTOPHER P. LYNCH has joined the media department of Ted Bates & Co.

ANDERSON, DAVIS & PLATT, INC. has moved to new quarters at 488 Madison Avenue.

PEERLESS CASUALTY CO. of Keene, N. H., to Parker-Allston Associates, Inc.

Lawrence Answers Claim Of Evangelist

In rebuttal to Evangelist Billy Graham, who recently made the Boston headlines with an attack on radio programs, Craig Lawrence, general manager of WCOP, took to the airwaves for a five-minute spot citing specific programs being broadcast in Boston for community betterment. Specifically, Evangelist Graham had pointed toward crime programs as degrading to youth; in reply, spokesman Lawrence cited "This Is Your FBI" as being endorsed by J. Edgar Hoover and other civic leaders. "Sherlock Holmes" as being dramatizations of the classics, and then specifically enumerated programs on the airwaves of all Boston stations that particular evening. His brief talk was concluded with a quotation of David Sarnoff's statement that "the richest man could not afford to buy what the poorest man gets free by radio."

Will Honor Corelli

Leaders from the entertainment industry are expected at the Hotel Astor tonight when New York's Cinema Lodge of B'nai B'rith holds its Annual President's Dinner to its retiring president, Saul E. Rogers and its incoming president, Albert A. Senft and pays tribute to Alan Corelli, executive secretary of Theater Authority, Inc., for his outstanding services to charitable causes during the past 15 years.

WHITE MARINE RADIO COMPANY has named Sales Promotion and Advertising Service.

DAVID L. RAND has joined Grey Advertising Agency, Inc. in an executive capacity. He was formerly with Roy S. Durstine, Inc. as an account executive.

SAMPLES of BAB's second direct mail series have been sent to NAB member stations, the bureau reports. Contained in the package are seven promo pieces for stations. One hun-

Sindlinger Drops Measurements Serv.

(Continued from Page 1)

Radox Lines to our sample of 342 homes owning 542 radio sets and 132 TV sets. This ends our endeavor to provide an accurate, instantaneous, economical radio-television audience measurement system with an adequate sample producing facts within a matter of hours."

dred copies of each of the folders are available at a cost of \$28. A third series is expected in the Fall.

*Had a show
To put on the air
He had it recorded
We know not where*

*But
this Man*

*Had a show
To put on the air
He had it recorded
We'll tell you where...*

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You will sleep easily, too, once you've tried Audio & Video's Personalized Service because it's built around one idea . . . How to best solve your particular Editing and Recording Problem.

Call or Write for Special Rate Card Today!

SAN FRANCISCO

By NOEL CORBETT

BILL NIETFELD, KFRC news editor, has been made a member of the Continuing Study Committee of the California Associated Press-Radio Association. Nietfeld recently accompanied the Coast Guard and census-taker when the latter was taken to the Farallones to get a record of the 17 residents there. It took the whole day, was a lot of work, and Nietfeld and his equipment had to be swung through the air from the cutter to the island, but he taped a good yarn for Don Lee-Mutual listeners that night.

Lowell Thomas originated his CBS newscasts from KCBS while here with Lowell, Jr. for a showing of the movies of his Tibet trip.

The Hoffman Radio Corporation, in cooperation with their dealers, recently purchased an additional hour on KPIX, on which they sponsor wrestling. Saturday nights 9:30 to 10:30.

Hoffman also is sponsoring two hours a week on the Del Courtney afternoon variety show. Agency is Walter McCreery, Inc.

The Oregon Cavemen, a group from Grants Pass, Oregon, visited Mel Venter's KFRC "Breakfast Gang" show this week and presented him with a kid goat. The animal now lives down the Peninsula on Tex Langston's driving range. Tex plays bass in Lyle Bardon's KFRC house ork.

Sunnyvale Packing Company (Rancho Soups) has signed for the KCBS morning news at 7:25 Monday through Saturday. Long Advertising Service, San Jose, is the agency.

"The Armand Girard Show" starts this week on KGO-TV under sponsorship of Bell Brook Dairies, Inc., in behalf of its full line of dairy products. Show features non-professional talent, with baritone Girard as emcee. Talent is booked through special arrangement with Larry Allen, Inc. Negotiations were made by Theodore A. Jenkel, prexy Bell Brook; Michael J. Riordan, sales veepee Bell Brook; John Hoefler of Hoefler, Dieterich & Brown Ad Agency and Gil Freeman, KGO-TV sales rep.

Canada Awards Made

Graduation awards by the Academy of Radio Arts in Toronto, Canada, had an unusual turn this year when a girl, Jane Acker of Fort William, set a precedent by taking the award for the best announcer. Cash prizes of \$100 and \$150 comprised the awards which also went to Bill Kingerley of Calgary, for production, and E. C. Mutimer, of Kenora, for writing. Judges were picked from Canada's top radio people including: Lorne Greene, Canadian newscaster; Andrew Allan, CBC's supervisor of broadcast language; and Lister Sinclair, radio writer.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** According to the way we hear it, the last thing Bing Crosby did before taking off for England was to ask Bill Paley to get him a new sponsor. (Bing, we understand, is reportedly fed up with posing for ads with his sponsor's product, among other things). Incidentally, the Groaner has just taken on a press agent, Murray Foldare. . . Harold Ross, editor of New Yorker mag., is scheduled to receive a Peabody Radio Award at the Radio Execs. luncheon May 4th—and press recognition is causing a flurry of criticism in radio circles. It seems that Ross was cited for his campaign to suppress commercial spots on the p.a. system at Grand Central station. A second Peabody award is slated to go to a cartoonist and again the radio folks are murmuring: "How come?" . . . The real reason Toscanini is taking the grueling coast-to-coast concert tour, reports Paul Denis, is his feeling that this is his last chance to see America. . . Albert Dekker is the latest of the H'wood set to be interested in becoming a disc jock. . . Sidney Walton's "Inside News," which doubled its Nielsen and tripled its Pulse on Mutual within 4 months, is being considered by Colgate and Tenderleaf Tea for a nite-time slot on either NBC or CBS. . . Some of the Met stars dropped by Rudolph Bing are trying to interest moneyed sources in backing a new opera group.



Pome: Video's biggest flash since Howdy Doody,
Is that young Connecticut Yankee, Rudy.
. . . Irv Cahn



● ● ● **AROUND TOWN:** Ethel Thorsen will make big news in the fashion world starting May 5th when she preems her new TV fashion series on DuMont to be sponsored by different dept stores in key cities throughout the country. So far, 22 cities have been lined up for the opening. Series will feature a panel of male guests, giving their viewpoint on the new styles, with Hy Gardner, Bert Bachrach and Danton Walker on opening stanza. . . Best pre-production publicity campaign on a film has been Will Yolen's radio and TV promotion on Laurel Films' "Mr. Universe," which hasn't even started yet but which has been all over the dials for weeks. . . Kathi Norris, who switches from DuMont to NBC in a few weeks, will be groomed by latter web as a sort of femme Ben Grauer, handling special events, etc. . . Aside to Allen Funt: Just heard that two ad agencies handling ciggie accounts have been instructed by their clients to strive for the same type of 'candid' commercials you've been featuring on your 'Candid Camera' stanza for Philip Morris. . . "Leave It To The Girls" continues to be our big Sunday p.m. kick, but we liked it even more when Joan Sinclair was in there reading off the winning letter. This business of having the announcer do it is too cold and impersonal. . . Ed & Pegeen FitzG resume their Sunday ayem chatter on the 30th, making it a six-day demand gabfest for them. No broadcast on Saturdays. . . Johnny Desmond starts his own TV session via ABC Friday nite from Chicago.



● ● ● Ted Lewis sez if he does agree to do his own series on TV it won't be a weekly variety show. The veteran showman opines that the new medium eats up talent and ideas too fast and an artist can't do his best with a weekly performance—an idea subscribed to by most of us. According to Ted, any star of a variety revue who goes to sleep relaxed after reading good notices of his first show on TV should have his noggin examined. He should read the notices after the 10th, 20th and 30th show, if he manages to stick around that long. It took many weeks to prepare the initial programs—what makes 'em think they can prepare the rest of the shows any faster, he concludes.



CHICAGO

By HERB KRAUS

JOHAN S. MECK and Bernard Lipin, president of Philharmonic Radio Corporation, have withdrawn their offer to acquire substantial interests in the Wilcox-Gay Corporation.

Muntz TV has purchased the building now housing their Chicago factory at 1731 Belmont, formerly the Howard Radio Company site. Purchase price was \$250,000 and was handled thru the Finance Syndicate of Chicago. The building has 70,000 square feet of floor space.

When Jim Campbell, WBBM announcer, moved into a bed at Wesley Hospital last week, he found that it had just been vacated by free-lance announcer Harry Christian. Maybe they put all radio people in the same isolation ward.

Myron Wallace and his lovely wife "Buffy" Cobb will serve as a jury of two to select the best Easter bonnet from among the women attending the Bonwit-Teller fashion show Tuesday at the Blackstone's Mayfair Room. The affair is sponsored by the National Jewish Hospital at Denver, free interfaith tuberculosis hospital which has opened its doors to many AGVA, AFRA and other folk in the entertainment world.

Kukla and Dave Garroway put on a spontaneous performance Wednesday before the TV sessions of the NAB which was as enjoyable as it was effortless. The telecasters really went for a chance to meet these two top entertainers "in the flesh." . . . Ollie Dragon delivered a speech on integrity in the video field which brought down the house like none of the big-name speakers could do. Effective Monday, WENR-TV went on the air 15 minutes earlier, at 6:00 p.m., Monday thru Friday.

Jules Herbuveaux, TV chief for NBC in Chi, back at his desk after several weeks vacation in Phoenix.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
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HENRY GREENFIELD, Mgr. Director N.Y. 19

Unannounced Sit-Down Strike Affects Two Local Networks

(Continued from Page 1)

work at 6 p.m., and negotiations for a new contract were renewed.

The two networks affected by the work stoppage were National Broadcasting Company and American Broadcasting Company with headquarters in the RCA Building. Both radio and TV schedules were temporarily impaired on NBC while NBC was able to recruit enough supervisory help to keep the web's programs on the air.

First indication of disrupted transmission came on NBC's "Back Stage Life" program at 4 p.m., with network service resumed at 4:05 p.m. It was again broken off during the broadcast of the Stella Dallas program from 4:15 to 4:30 p.m.

WNBT Has Show Cancelled
TV service on NBC's key station, WNBT, was also affected by the technicians' action. The "Judy Splinters" program was cancelled, as was the network's "Howdy Doody" program scheduled for coaxial broadcast at 5:30 p.m. Test patterns were shown and announcements advising of the failure of engineers to perform their assigned tasks were made by the station.

The emergency brought almost instantaneous action at both NBC and ABC. Network executives were called into service and they worked for the heads of engineers and technicians who declined to function at their assigned posts. All key employees of the networks were summoned to remain at their posts pending settlement of the difficulty.

Following a conference in the office of James McConnell, president of NBC, a statement was issued covering the sit-down strike incident. This statement follows:

"The walk out of members of the National Association of Broadcast Engineers and Technicians which temporarily disrupted the broadcasting service of the National Broadcasting Company ended shortly before 6 p.m., Eastern Standard time tonight when the men were instructed to return to their positions and resume work. Negotiations which had been in progress for some time between the union and officials of NBC will be resumed at 7 p.m.

"Broadcasting of the regularly scheduled programs of the National Broadcasting Company was disrupted today by the failure of engineers affiliated with the National Association of Broadcast Technicians and Engineers to perform their tasks. "The disruption began at 4:00 p.m., EST this afternoon without prior notice by the union. "The service interruption occurred during negotiations currently underway for a new contract. The present contract with the union does not expire until midnight April 30. "Supervisory personnel were pressed into service to restore operations."

During the time the matter was in abeyance, NBC execs were making plans to continue AM broadcasting with supervisory personnel manning the controls. On television, the web made plans to pick up the programming from WPTZ in Philadelphia and expectations were, that given a choice of which media would stay on the air, radio would continue even if TV broadcasting was discontinued for the evening.

Gardner Agency Bows Out On Nat'l Guard Acct.

The Gardner Advertising Company announced yesterday that it will not bid again for the National Guard account when its contract expires on June 30, 1950. Gardner has had the account since August 5, 1947. The contract is open to bidding each year.

Major E. L. Smith, chief of the Guard's Information Office, reports that Gardner has conducted a highly successful program, with the Guard reaching a strength of nearly 400,000, the greatest in history.

Introducing New Model

The lowest priced RCA Victor phonograph console since the was announced this week by Adam B. Mills, general sales mgr. in the company's Home Instrument Dept. Priced at \$159.95, the instrument houses two record players, a 45 rpm system and another for 78 rpm records, plus storage space for 45 rpm records. Dimensions of the new console (Model A-1) are: height 29 1/4, width 31 1/4, and depth 17 inches.

Lewis Gets Assignment As Crosby Replacement

Robert Q. Lewis will head up the cast of a new show, "A.B.C. Club," which will occupy the Bing Crosby Wednesday night spot for the summertime over CBS, beginning May 31. With Lewis on the Chesterfield show will be Ralph Flanigan and his orchestra, plus three disc jockeys who will come from all parts of the country to report on popular music in their areas. A top guest from the musical field will also be presented each week. The show will be heard for 16 weeks from 9:30 to 10 p.m. (EST), Lewis is also replacing for the hiatus another Liggett and Myers featured star, Arthur Godfrey.

On Air 14 Years

A hillbilly group on WIS, NBC outlet in Columbia, S. C., called the "WIS Hired Hands" can now boast of having racked up 14 years of continuous broadcasting from that station. Heard twice each week-day, early morning and noontime, the group is comprised of five local yodelers.

50,000 WATTS OF Pulling Power! AT 800 KC.

Covering a 17,000,000 POPULATION AREA IN 5 STATES

The DETROIT Area's Greater Buy! — at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means now you get even more "pulling power" in every dollar you spend on CKLW. Get the facts! Get the story first hand from those that see this "pulling power" working day in and day out right down the middle of the dial at CKLW's 800 kc.



J. E. Campeau, President

Guardian Building • Detroit 26, Michigan

Adam J. Young, Jr., Inc., National Rep.

Movie Firms Heard In Anti-Trust Action

(Continued from Page 1)

the motion picture companies deserved just as good a break from the FCC as the radio nets.

Duke Patrick was among counsel appearing before the Commission to argue against adoption of any uniform policy for dealing with applicants with violations of anti-trust laws on their records. Every appearance during the full day of hearing was registered against adoption of such a policy—and it was generally believed here that the Commission could hardly proceed to adopt any such policy in the light of the legal problems posed and the weight of the opposition.

On the other hand, there was a good deal of uncertainty about the extent which the Commission might give to evidence of anti-trust violations in weighing the overall qualifications of applicants. The questions indicated skepticism concerning protestations of counsel for the major film companies that the conviction of their clients should not be looked upon by the Commission as a blemish upon their records or indicative of any tendency toward monopoly which will be carried over into radio or TV.

Patrick's Argument

Patrick's argument boiled down to the protestation that "we're just as opposed to sin as the FCC, but we've got to find out what sin is." He meant, he said, that whereas, in the case of the networks, the Commission had stepped in with regulations, film companies had a regulatory authority over them. Competition within the industry forced them to keep up the business practices all companies were engaging in, he said, until a court had told them if they were wrong or right.

It was to determine the propriety of these practices that the Justice Department brought its Paramount case in 1938, he said, rather than from any desire to brand the heads of the defendant companies as criminals or men of doubtful character. In the case of the radio networks, he said, the Commission had moved and the matter had then been carried to the Supreme Court, but although the high court knocked down the nets the Commission has not held that to be a taint upon their character.

His general argument that the decision in the Paramount case cannot be held to disqualify film companies was in line with the contentions of other counsel who appeared yesterday, including William Porter for Loew's, Paul Porter for Paramount Pictures, John Southmayd for Warner Brothers, Bernard Koteen for the Schine Circuit (WPTR, Albany, N. Y.), Don Pettey for NAB, former Secretary of War Kenneth Royall for 20th-Fox, and others.

The Government case reflects, said Paul Porter, "A great industrial conflict with reasonable differences of opinion."

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of April 14-20, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Ask Me No Questions.....	Witmark
Bewitched.....	Chappell
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Cross Your Heart.....	Harms
Daddy's Little Girl.....	Beacon
Dearie.....	Laurel
Enjoy Yourself.....	E. H. Morris
Girl That I Marry.....	Berlin
God's Country.....	Robbins
Have I Told You Lately That I Love You.....	Duchess
Hoop-Dee-Do.....	E. H. Morris
I Don't Care If The Sun Don't Shine.....	Famous
I Don't Know Whether To Laugh Or Cry Over You.....	Porgie
I Got The Sun In The Morning.....	Berlin
I Said My Pajamas.....	Leeds
M I Knew You Were Coming.....	Robert
It Isn't Fair.....	Words & Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Rag Mop.....	Hill & Range
Rain.....	Miller
Sentimental Me.....	Knickerbocker
Stay With The Happy People.....	E. H. Morris
Sunshine Cake.....	Burke-Van Heusen Assoc.
There's No Tomorrow.....	Paxton
Third Man Theme.....	Chappell

Second Group

TITLE	PUBLISHER
But Me I Love You.....	Campbell
Bye Bye Baby.....	J. J. Robbins & Sons
C'est Si Bon.....	Leeds
Did Anyone Ever Tell You Mrs. Murphy.....	Johnstone-Montei
Don'cha Go 'Way Mad.....	Advanced
I Gotta Have My Baby Back.....	Peer
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
In Santiago By The Sea.....	Life Music
Monday Tuesday Wednesday.....	Leeds
Old Piano Roll Blues.....	Leeds
On The Outgoing Tide.....	Shapiro-Bernstein
Quicksilver.....	E. H. Morris
Rain Or Shine.....	Lombardo
So This Is Love.....	Walt Disney
Spaghetti Rag.....	Shapiro-Bernstein
Sweetest Words I Know.....	Life Music
There's An X In The Middle Of Texas.....	Simon House
They Say It's Wonderful.....	Berlin
When You Wore A Tulip.....	Feist
Wilhelmina.....	Feist
With My Eyes Wide Open.....	Crawford

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Webs Making Plans To Cover Elections

(Continued from Page 1)

Roundup heard daily. Also, Robert Trout will initiate a special series of Friday evenings during which time he will cover the issues of individual elections.

ABC will cover the various campaigns through its affiliates as well as other networks, and commentators will be called in by ABC to deliver their on-the-scene reports on the Headline Edition and the News Tomorrow broadcasts.

For Mutual, Frank Edwards will make a 40,000 mile trip into the south and far west. He will do his usual broadcasts each night from 10:00 to 10:15 p.m. Edwards will also make trips into areas before and after the coast-to-coast tour to be made by President Truman from May 7 through 16 in order to gauge the reactions of the people.

Hillman and Agronsky Going

Mutual will send Bill Hillman on the 16-state tour with the President. Martin Agronsky will cover for ABC on the tour with broadcasts from the network originating along the route. Charles Collingwood will travel with Truman for CBS.

Frank Bourgholtzer will join the party for NBC and will record the talks for future use. Other networks also plan to transcribe the President's remarks. In addition, NBC Morgan Beatty will conduct the News of the World broadcast on May 13 from Chicago.

Radio Audience Up Boston Survey Reveals

Boston—The latest figures on the number of radio families in the five county Metropolitan Boston area point to an increase of over a hundred thousand in the past two years according to a report from TR Pulse, Inc. With 736,360 radio families recorded in the area in Jan. '48 and 839,110 in Jan., '50, Pulse says over one-eighth of all Boston radio families have come into existence within the past two years. Further the report shows that an average 210,599 homes in the area listened to radio during a Jan.-Feb., 1950, survey on the basis of average quarter hour periods during the 6:00-12:00 midnight hours seven nights a week.

Many Registrants

Chicago—The rush of registration for the 1950 Radio Parts Distributor show to be held here May 22-25 at the Stevens Hotel, has exceeded even the fondest expectations of the show's sponsoring organizations, according to Kenneth C. Price, show manager.

First mailing of application form brought 532 registrants, over 60 percent of the entire advance registration of the four months preceding the 1949 show.

"Such enthusiastic response indicates that distributor attendance will far exceed the 1949 total," Price says.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 25, 1950 — TELEVISION DAILY is fully protected by register and copyright

SKOURAS WILL PUSH THEATER-TV

TELE TOPICS

IN RESPONSE to the demands from an aroused public and press for better TV programming aimed at school age children, NBC-TV on Sunday introduced "Watch the World," a composite film and studio production. As narrated by NBC news-master John Cameron Swayze, the program presented some interesting information on a variety of subjects which should have proved equally provocative to adult and child alike. The major asset of the new series is that it does its informational job very well without taint of pedagogy. With this program NBC-TV has taken a long step toward making the public aware, by experience, of video's enormous potential as an audio-visual aid to education. The network deserves credit for taking a serious problem seriously and thereby doing the entire industry a good turn on the vital front of public relations.

MILTON BERLE, who'll apparently try anything once, has been inked in as guest performer under the Madison Square Garden "Big Top" with the circus on Thursday. He'll be a clown. . . . Berle, meanwhile, is undergoing a "strenuous build-up" for his marathon appearance on Saturday over NBC-TV. He lost 21 pounds last year on a similar stint during which he raised better than a million dollars for the benefit of the Cancer Fund. . . . The Lord Theater crowd report that costumes for last week's performance of "School for Scandal" were valued at \$10,000. . . . Toscanini, who received an award during simulcast over WTVR-TV and WMBG in Richmond, is drawing huge advance sales across the country.

THE PULSE has increased its TV sample size by 25 per cent in New York, 33 per cent in other cities. . . . Doyle Thompson has been named WMFY-TV technical supervisor. . . . Marie Powers, star of the Menotti operas, will do a guest shot on DuMont's "Morning Chapel" tomorrow. . . . Guy Lebow has been signed for a 15-minute news of sports telecast over WPX on Tuesdays following the Telepix Newsreel. . . . WJZ-TV will telecast a special public service program "A Day of Deliverance" on Wednesday on behalf of the United Jewish Appeal. . . . Diana Ferbert, in a bathing suit no less, will guest on "One Man's Family" on Thursday.

JOHNNY DESMOND will highlight a new ABC-TV show, "Tin Pan Alley TV," which bows on that web Friday. . . . The Metropolitan Life Insurance Co. has okayed a master antenna installation on one of their big Manhattan housing projects. . . . WDTV reports a sell-out on their "Movie Matinee" less than 24 hours after it premiered. . . . Dick Kolmar's "Talent Search" over WNBT renewed for 13 weeks.

Survey Week Of April 14-20, 1950
SONGS WITH THE LARGEST TV AUDIENCES
 THE TOP 5 SONGS OF THE WEEK

If I Knew You Were Coming.....	Robert
It Isn't Fair.....	Words & Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
My Foolish Heart.....	Santly-Joy
There's No Tomorrow.....	Paxton

THE 5 FAVORITE STANDARDS OF THE WEEK

By The Light Of The Silv'ry Moon.....	Remick
Huckle Buck.....	United
Jealousy.....	Harms
Star Dust.....	Mills
Take Me Out To The Ball Game.....	Broadway

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20th-Fox To Equip Twenty Houses In L. A. Area

(Continued from Page 1)
 pletely. He declared that 20th Century-Fox will not supply motion pictures to Zenith's phonevision, thus becoming at least the fourth major film producer to pronounce a ban on Commdr. E. F. MacDonald's project.

Commdr. MacDonald, who attended the session, stated in an interview immediately after the talk that theater TV and phonevision are almost identical—except that phonevision will have a bigger audience at less cost.

"Television is moving forward and nothing can stop it" MacDonald asserted. "Henry Ford put the people out on the streets, and the television set is putting them back in the home."

Skouros explained that the movie producers' first allegiance is to the thousands of theater men who built up the industry and they are not going to jeopardize their livelihood. He further pointed out that excessive home watching of video would have a catastrophic effect on the lives of the American people, as well as on all media of communication. Said Skouros:

Says Many Interests Would Suffer
 "Every store around the community movie theater would suffer, the real estate values in all those communities would topple, and the effects would be felt by the lawyer, the doctor, and all other professional men as well as the merchants. Attendance in churches and participation in civic affairs would be greatly imperilled, indeed, home television itself could neither survive nor flourish amidst such general paralysis."

Predicting that theater attendance would be tripled within a short time by the introduction of operas, ballets, plays and special events into the movies instead of the "double feature," Skouros announced that 20th Century-Fox, while waiting for TV channels from the FCC, will invest millions of dollars to prove that video will reach its full flower through the theaters. He revealed that his company has arranged with AT&T to supply channels for a test of theater TV in 20 Los Angeles area motion picture houses. If preliminary tests are successful, Fox is looking toward the establishment of four or five competitive networks in each natural area—New York, Chicago, Denver, Atlanta, and Los Angeles—to service from 500 to 1,000 theaters in each network.

Web-TV Billings Rise As AM Totals Decline

Radio billings for the four major networks dropped less than \$1-million in 1950 from the figures for the month a year ago while television billings for ABC, CBS and NBC gained more than \$1-million in March, 1950 over March, 1949, according to figures released by Publishers Information Bureau.

DuMont Included
 For radio, March, 1950, billings at ABC, CBS, NBC and MBS, totaled \$16,846,339 against \$17,699,938 a year ago. Television billings for March, 1949, included DuMont and were \$775,369. Billings for March, 1950 and not including DuMont were \$2,186,513.

In the first quarter of 1950, radio billings added up to \$49,322,309 against \$51,522,682 a year ago. For the three video networks in 1950, billings were \$5,809,814 compared to \$1,777,619 for the quarter a year ago. The figures for 1950 did not include DuMont.

Chi. Citizens Board To Review TV Shows

Chicago—A citizens board to review television shows and recommend good programs has been formed here with nine clergymen, educators, clubwomen and businessmen. They will report once a month with a list of approved and disapproved shows.

Touted as the first such advisory group in the United States, the board is composed of Mrs. Byron Harvey, Jr., community fund women's division head; George Jennings, director of radio and TV, Chicago board of education, and manager of WBEZ; Dr. Preston Bradley, pastor of the People's Church and a WGN and WJJD commentator for many years; Mrs. Clifton Utley, school board member and wife of the well-known NBC commentator; Rabbi Louis L. Mann of Sinai Temple. The group will not attempt censorship, but will recommend findings to newspapers, magazines and organizations.

Video-Sets In 3 Ohio Cities Doubled Within Four Months

Cincinnati—Television sets in the Cincinnati, Dayton and Columbus area have more than doubled in the four months ending March 1, according to a report released yesterday by Don Miller, head of the Crosley Broadcasting Corporation's research department. Miller says that sets installed in the three-station area covered by the WLW signal totaled 185,000 on March 1, jumping 131 per cent from the November 1 figure of 80,200.

Nationally in the same period, the number rose from 3,025,000 in all other TV areas in the United States to 4,835,000. While figures of March 1 were used in the study because they are the latest ones available nationally, Miller said there are as of April 1, 212,000 sets in the area. Of this total, 106,900 were in the area served by WLW-TV in Cincinnati, 48,100 in the area of WLW-D in Dayton and 57,300 in the WLW-C, Columbus, coverage.

COAST-TO-COAST

WSTC Sponsors Contest

Stamford, Conn. — A full year's supply of "Wonder Books" will be awarded every month to the winner of the WSTC and WSTC-FM "Fairy Princess" contest. Children of all ages may enter the contest, which calls for letters from listeners on the topic "Why I like books." Parent-written letters, from children too young to write, are also eligible for the prizes. Names of the winners will be announced on the program monthly. "The Fairy Princess" is presented by Merry and Bill Reynolds over WSTC and WSTC-FM every Tuesday and Thursday at 4:45 p.m.

Killeen Appt'd. To WSRs Post

Cleveland, O.—Ed Killeen has been appointed to the WSRs news and announcing staff. Ed spent three years in Communications, Armed Forces Radio, then obtained his degree last March from the State University, majoring in political science. Prior to his war program, Ed worked at WHA in Madison, Wis., on the news staff.

KSL Adds New Member

Salt Lake City, Utah—Claudia Van Voorhis has joined the AM continuity department at KSL. She was formerly associated with the Keith-O'Brien Department Store of this city as a member of the advertising and personnel departments. Miss Voorhis, a local resident, is a graduate of the State University and has done graduate work in the field of business administration at Stanford University.

Replaces Jean Sladden

Missoula, Mont.—Joan Hovde has replaced Jean Sladden at KGVO as continuity chief and women's editor. Miss Sladden is now with WDTV, Pittsburgh, as traffic and sales service co-ordinator.

WDET-FM Honored By Torch Fund

Detroit, Mich.—The United Foundation has honored WDET-FM with its Charter Membership Award in recognition of the union-owned station's contributions toward the success of the Foundation's first drive last year. The award was presented during the intermission of the station's nightly "Public Library Symphony" program. Frank O'Connor of the Catholic Youth Organization, one of the 143 health and community agencies benefitting from the Foundation, presented the award.

Added To WERE Staff

Cleveland, O.—Jerry Leonard has been added to the continuity staff of WERE. His main assignments will be writing copy for newscasts and shows and working on his regular program "We're Pretending," a dramatic show put on by the Children's Theater on the Heights each Saturday morning 10:00 to 10:30.

Interviews Baseball Exec.

Hartford, Conn. — The executive secretary of the local baseball club in the Eastern League, Charles Blossfield, was interviewed over WDRC on April 18th, by sportscaster Jack Smith, on local diamond prospects. Blossfield declared the Boston Braves farm team was in "good shape" and expressed hope for a local pennant.

KDKA Changes Schedule

Pittsburgh, Pa.—Changes in late evening programming on KDKA have been announced by station manager Bob White. Mindy Carson and Morton Downey will be heard Tuesday, Thursday and Saturday evenings, at 11:30 and 11:45 respectively. The Garroway show will be featured every Monday from 11:30 p.m. until midnight; Especially For You, with Owen Bradley's orchestra, Wednesdays, 11:30 until midnight; and Fridays, NBC network bands will be aired in the same time spot. The Midnighter's Club with Bill Brant, will continue from midnight until the 1:00 a.m. signoff.

Listeners Locate Stolen Sets

Syracuse, N. Y. — Three alert WSYR listeners helped police locate a missing trailer carrying \$25,000 worth of television sets within an hour after they heard about the stolen vehicle on Fred Hillegas' noon local news show. Police had broadcast a 16 state alarm which was cancelled when the three WSYR listeners found the trailer parked within the city limits. The three men were awarded \$25 savings bonds by the radio station.

First Local Radio Appearance

Worcester, Mass.—Billy Graham, Evangelist whose activities have been covered by the national magazines, made his first local radio appearance on WTAG (and FM) on April 15th. He was interviewed at the Hotel Sheraton by the WTAG news editor, Dick Jacobs, who tape-recorded the session for broadcast on his weekly "Who's News" stanza that evening.

WQAM Choir On Columbia

Miami, Fla.—The WQAM Mastersingers, a 24-voice negro chorus, whose spirituals have been heard over this station every Sunday morning at 10:30 for the past five years, have been signed to cut records for Columbia. ABC commentator, Walter Winchell, took an interest in the chorus, which is directed by WQAM staff announcer Walter Svehla, when he heard one of their rehearsals at the WQAM studios. After hearing their unusual style of singing, Winchell lauded them in his newspaper column, with the result that several record companies in New York contacted the Mastersingers, and the contract was signed with Columbia.

FIGURES AND CLAIMS MAY
OR MAY NOT IMPRESS YOU

BUT

THE SPONSORS
SPEAK FOR

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— 0 —

FOR YEARS SATISFIED
SPONSORS HAVE ACCLAIMED
OUR ABILITY TO REACH
NEW YORK'S VAST FOREIGN
LANGUAGE MARKET.

WE'D LIKE TO GIVE YOU
THE FACTS.

— 0 —

"THE FOREIGN LANGUAGE
SHOWMANSHIP STATION"



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 18

NEW YORK, WEDNESDAY, APRIL 26, 1950

TEN CENTS

WON'T SEEK RE-APPOINTMENT—COY

U. S. Advertisers Buy So. African Radio Time

Commercial Sked Will Begin On May 1st

(Special to RADIO DAILY)
Johannesburg, S. A. — On May 1, Springbok Radio, the new commercial service of the South African Broadcasting Corporation, will commence transmission on medium and short wave to over a million listeners with several U. S. advertisers. In the initial stages the Springbok Radio medium
(Continued on Page 8)

Wire Services Report On 1949 Operations

Two wire services, International News and United Press yesterday released progress reports on the dissemination of radio and press news at meetings held at the Waldorf-Astoria Hotel in connection with the 1950 A.N.P.A. convention. A total of 57 new clients from the
(Continued on Page 8)

Faith And Orchestra To Replace Bergen Show

Percy Faith, conductor-composer, and a 45 piece orchestra has been signed by Coca Cola as the summer replacement for Edgar Bergen and Charlie McCarthy on CBS beginning Sunday, June 4, 8:00 to 8:30
(Continued on Page 2)

New NBC Sales Gimmick

NBC using 45 rpm., RCA-Victor record players are presenting recorded versions of their summer show availabilities to agencies and time buyers this week. Each agency executive will receive a gift record player and the recordings as a part of a \$25,000 promotion campaign to sell summer radio shows.

ASCAP 1949 Income About Even With 1948

Reporting a total income of \$10,601,184 for 1949 as compared with \$10,979,183 for 1948, Fred E. Ahlert, president of ASCAP, addressed society members yesterday at the annual business meeting held in New York's Hotel Plaza. This figure, according to Ahlert, was reached in spite of there being no collection of performance fees from moving picture theaters during 1949.

In a summary of accomplishments
(Continued on Page 4)

Godfrey, Stars, Celebrities To Sell Bonds Over NBC

Washington Bureau of RADIO DAILY
Washington — A "Talent Scout" panel including General James Doolittle, Admiral Forrest Sherman, Supreme Court Justice William O. Douglas, Harold Stassen and FCC Commissioner Frieda B. Hennock will be on hand for Arthur Godfrey's special kickoff talent show for the Independence Bond Drive May 15. The Treasury announced yesterday
(Continued on Page 2)

TV Use In Politics Forecast By Sarnoff

Chicago—Television will probably determine the outcome of the 1952 Presidential election, Brig. Gen. David Sarnoff, RCA board chairman, told a distinguished group of Chicago civic leaders at the dedication of the RCA Television Exhibit at the museum of science and industry.

"The next president of the United States will not only have to be telegenic," Sarnoff said, "but he'll have to reflect on the video screen the
(Continued on Page 7)

Falcon Replacing London On Web Starting May 7

The NBC "Christopher London Show" will be dropped and replaced by "The Falcon" on May 7, the network announced yesterday. London has a current Nielsen rating on the Sunday spot from 7 to 7:30 p.m. of 6.9. "The Falcon" is an MBS show. With "This Is Your Life," switching to CBS, NBC has also announced that "Richard Diamond" will take over the Wednesday at 8 p.m. slot on May 3.

Webs And Stations Receive Annual Safety Awards

Chicago—Two radio networks, 78 radio stations and six television stations are among the recipients of the 1949 Public Interest Awards of the National Safety Council, Ned H. Dearborn, president of the council, announced. The public information activities of these stations, as well as of the magazines and newspapers which were selected, was credited with playing a major part in bringing the accident death rate

to the lowest point in history, Dearborn said. Judges included, among others, Arthur Stringer of NAB and Judith Waller, education director of NBC central division. Network winners were: The National Broadcasting Company and the Mutual-Don Lee Broadcasting System. TV stations chosen included: KPIX, San Francisco;
(Continued on Page 4)

Chairman Of FCC 'Not Presently' Available

Washington Bureau of RADIO DAILY
Washington — Wayne Coy does not presently plan to be available for reappointment as FCC chairman when his term expires in June of next year, he told the Senate Committee on Expenditures in the Executive Departments yesterday. He was testifying in favor of the President's plan
(Continued on Page 5)

NBC Broadcasters' Comm. Meet Here

Affiliate grievances, summer replacements, sales and Fall prospects were taken up at a meeting of the NBC station planning and advisory committee yesterday in the New York offices of the network. The group will meet again today and devote its session to television. Attending the meetings are: Claire
(Continued on Page 5)

CBC Will Show Deficit For Year, Says McCann

Montreal—The Hon. J. J. McCann, revenue minister, whose portfolio includes administration of radio broadcasting, yesterday told a House committee that the CBC will show a deficit in its report for the year
(Continued on Page 2)

Portable Operation

"The first complete radio station in the history of broadcasting to go on the air from a trailer," is the claim made by WTSR, new 250-watt of Brattleboro, Vt., which took to the airwaves this week. After WTSR's permanent studios are erected in a few months, the trailer will be moved to Lebanon-Hanover, N. H.

Purely Personal

Latest piece of unique advertising is a commercial for Clancy and Sullivan detective service now being run over WMCA. Says the copy: "Are you in need of a detective service? Is some deep problem bothering you? Do you desire someone investigated or shadowed? Your problem will be handled in the strictest confidence."



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6950
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Paul Girard, Manager
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Dallas, Texas
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John Perdicari
Ludovisi 16

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 25)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	13 3/8	13 1/8	13 1/8	— 1/8
Admiral Corp.	37	36	36 3/8	— 1/8
Am. Tel. & Tel.	154 1/2	153 1/8	154	+ 1 1/8
CBS A	36 7/8	36 1/4	36 1/2	— 1/8
Philco	52 7/8	50 7/8	51 1/2	+ 1/2
RCA Common	21 1/4	20 5/8	20 5/8	— 1/8
RCA 1st pfd.	79 1/4	79	79 1/4	+ 1/4
Stewart-Warner	20 3/8	19 1/8	19 1/4	— 1/8
Westinghouse	34 3/8	34	34 1/4	+ 1/8
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	— 1/8
Zenith Radio	66 3/4	65 1/2	65 5/8	+ 3/8

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltine Corp.	21 1/2	21	21 1/2	— 1/8
Nat. Union Radio	5 1/4	5	5	— 1/8

OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	25 3/4	26 3/4		
Stromberg-Carlson	18	19 1/2		

Faith And Orchestra To Replace Bergen Show

(Continued from Page 1)
p.m., EDT. Half hour show will also feature guest artists. The D'Arcy agency represented Coca Cola in the negotiations. Bergen will return to the air after a 13-week summer vacation.

Cardinal On WMGM

His Eminence Cardinal Spellman will deliver a special address over WMGM on Thursday, April 27 from 8 to 8:15 p.m. in behalf of the New York Catholic Charities. Other programs for the drive were announced previously.

★ COMING AND GOING ★

ROBERT D. WOLFE, vice-president of Kenyon & Eckhardt in charge of the Hollywood office, to New York for conferences at local headquarters regarding the "Ford Television Theater."

JAMES C. STIRTOF, general manager of the American network's central division, is visiting in New York.

RICHARD EVANS, general manager of KSL, Salt Lake City outlet of CBS, is in Gotham for conferences with web officials.

FRANK CONRAD, stations manager in the western division of ABC, is in town on a short business trip.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back in the Quaker City following a few weeks in Florida and Chicago, where he attended the NAB convention and the board meeting of the Mutual network.

ED GREIF, of Banner & Greif, publicists, on Monday went to New Haven to address the Yale students on the subject of public relations.

BOBBY COLT, singer, is in Buffalo for a 10-day engagement at the Chez Ami.

JEANNIE GARRY, vocalist, has left by plane for Montreal, where she is booked for two weeks at the Tzigane Room.

JOSE RAMON QUINONES, Puerto Rican industrialist and head of WAPA, San Juan, is back on the island following a short business trip to New York.

SAUL HAAS, owner of KIRO, Columbia network outlet in Seattle, is in town on station business.

FLORENCE MORRIS, manager of central booking for ABC, has left by plane for a vacation in Europe. She'll visit Holland, France, Italy and Switzerland.

CHARLES SALIK, owner of KCBQ, San Diego, Cal., was welcomed Monday at the local offices of the Columbia network, with which the station is affiliated.

RUTH ENDERS, leading lady of "Mr. I. Magination" on CBS-TV, has left for a short visit in West Virginia.

RON COCHRAN, news director at WCOP, Boston, spent the week-end in Chicago for the board meeting of the National Association of Radio News Directors.

C. E. MIDGLEY, JR., sales service manager at CBS, is back at his desk following a trip to Chicago.

BOB KELLER this week was in Durham, N. C., talking point-of-sale promotion with Tom Sawyer, president of WSSB, newest of the Keller clients.

Godfrey, Stars, Celebrities To Sell Bonds Over NBC

(Continued from Page 1)
day that the Godfrey TV show will be carried exclusively by NBC, even though Godfrey is one of the most valuable CBS properties.

In addition, the Treasury said a quartet including Morton Downey, Vic Damone and Bill Lawrence will appear on the show, probably introducing a Vic Mizzy number "The Buck Is Here to Stay."

It was revealed also that Bing Crosby will record at Annecy, France, where Liberty Bell replicas are being cast for the drive for the radio network kickoff show to be broadcast at the same time as the TV program.

KGLN Goes On Air May 1

KGLN, new 250-watt of Glenwood Springs, Colo., is making its debut on the airwaves in early May. According to owners Rex and Charles Howell, the station will be affiliated with KFXJ, Grand Junction, Colo., which they also own. The two stations will then comprise the Western Slope Broadcasting Network. KGLN is expected to give local coverage to the Colorado communities of Glenwood Springs, Rifle, Aspen, and Eagle, an area not reached satisfactorily by KFXJ because of the mountainous terrain.

Special Health Program

A special program "Foundation for Tomorrow," on mental health will be presented over WNEW this Thursday, April 27 from 9:15 to 9:30 p.m. in cooperation with the New York State Department of Health. The dramatic show produced in connection with Mental Health Week tells of responsibility of parents to help their children develop better mental health.

CBC Will Show Deficit For Year, Says McCann

(Continued from Page 1)
ended March 31. He spoke briefly at an organization of the Commons radio committee, which will hold sittings for the first time since 1947. R. W. Maybank (L-Winnipeg South Center) was elected chairman of the group.

Dr. McCann spoke of the establishment of a new radio center in Montreal which, he said, would be one of the best in the world. It has cost a lot of money, he added, but the enterprise will stand the "closest scrutiny" of the committee, and he invited such scrutiny.

Cost of Government-operated radio broadcasting had been heavy, but it was worth it, Dr. McCann said. The international shortwave system installations at Moncton had cost \$1,800,000 and the Montreal center, which it controls, was expensive. That section of the operation is wholly Government owned and financed by all the people. The CBC is financed mainly by license fees.

The CBC will show a deficit because all costs are higher than ever. Labor, professional fees, line leases and virtually everything entering into the corporations work has gone higher. Said McCann:

"We used to get our news for nothing—now it is costing us \$150,000 a year. But the license fee remains the same—\$2.50 a year."

Dr. McCann said the committee would be free to go into discussion of television and all branches of scientific advancement in radio.

Will Report On Traffic

Reports of highway conditions on busy weekends this summer will be broadcast by WHLI in Hempstead, L. I., through the use of a plane flying over congested traffic centers.



Ha! Ha! Meow!

If you think a cat can't smile, just take a look at this kitten—happy as can be snuggled up to its adopted mother—an old hen.

Time buyers have found a way to keep clients happy about their advertising in Baltimore. They put the sales message on W-I-T-H—the BIG independent with the BIG audience.

Then they get results—at real low cost—and that makes everybody happy. You can do such BIG things on W-I-T-H, for so LITTLE money! Call in your Headley-Reed man and get the full W-I-T-H story today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Advertising Agency News And Notes From Here And There

PREMIERE showings of a 25-minute market promotion film on Worcester, Mass., is being offered to key advertising execs and industrial leaders of New York at luncheon meetings in the Waldorf-Astoria on May 9 and 10. Titled "Worcester, Industrial Capital of New England," the sound and color film was prepared jointly by WTAG and WTAG-AM and the Worcester Telegram-Gazette.

Screen actor Jeffrey Lynn, a native of Worcester, was obtained to narrate the film which is to be the keystone of a national selling program designed to present facts on Worcester as New England's third largest market. Other presentations are scheduled to follow in Philadelphia, Boston, Chicago, Detroit, Los Angeles, and San Francisco.

C. L. MILLER of Chicago has been named to handle the account of Keeley Brewing Company, effective May 1. Schwimmer & Scott, Inc. now have the Keeley account.

STANLEY HINDEN has joined the copy staff of Flint Advertising Associates. He was previously with WAER in Syracuse, the UN yearbook and Blumberg & Clarich Advertising.

HAL BABBITT, director of public relations of Kaiser-Frazer Corporation, has been elected a vice-president of the company.

NECCHI SEWING MACHINE SALES CORPORATION has appointed Joseph Katz Company to direct its advertising.

CHARLES F. KETTERING will be honored guest at the Wednesday, May 3 luncheon of the Advertising Club of New York. He will be introduced by Alfred P. Sloan, chairman of the board of General Motors Corporation.

THE PEARSON ADVERTISING AGENCY, INC. will move to new quarters at 250 Park Avenue on May 1. The agency, now at 50 East 42nd Street, is successor to the Hefelfinger Agency.

JAMES S. COHAN has been named director of television productions for the William N. Scheer Advertising Agency of Newark. He was formerly continuity director of WAER in Syracuse, and assistant advertising manager of Krich-Radisco, Inc.

JOHN W. MCGUIRE has been appointed director of advertising of Anahist Company of Yonkers. He was formerly senior account executive of the American Newspaper Advertising Network.

ALASKAN STATIONS have picked up two new contracts, the Pan American Broadcasting Company, reps for the stations, announced yesterday. Colgate - Palmolive - Peet Company has contracted for a series of spots for Fab and Vel over all stations of the Alaskan Broadcasting System. William Esty is the agency. Scandanavian Airlines through Wendell B. Colton, bought spots for a period of 38 weeks on KINY, Juneau, and KTKN, Kethikan.

SCHWAIB AND BEATTY, INC., will move to 488 Madison Avenue on May 1.

WLS is sending a package of "Surprise Seeds" to 2000 agencies and advertisers to spread the story of the station's "Seeds of Friendship and Service." The accompanying letter emphasizes that between now and May, 100,000 WLS listeners will send ten cents apiece for seeds to the station.

POLLACK AND ROGERS, Hollywood, have completed negotiations with Harrison Dunham at KTTV on the signing of a ten-year contract involving two and a half million dollars for the Rupert Hughes "FBI Girl" television package, a weekly half-hour serial dramatic show.

The package sale price is exclusive of station time cost, Pollack and Rogers disclosed. It is the largest television program transaction to date for the west coast, they said.

"FBI Girl" serial is slated to make its premiere late in May. Hughes, aside from being the writer, will serve in an advisory capacity. Laura Wilck was agent for the Hughes story.

Thor Brooks was signed by Pollack and Rogers to direct.

WINNERS of 13 "Edgars," Edgar Allan Poe Awards, were announced Thursday by Helen McCloy, president of the Mystery Writers of America, at the organization's annual dinner. Taking the awards in the radio program category were Robert Arthur and Dave Kogan, producer writers, and the Mutual Network. Arthur is the principal writer of "The Mysterious Traveler" which was runner-up for last year's radio Edgar.

WOR is the only major New York station whose nighttime ratings are higher than a year



It's just another reason why . . .

WOR is first in gross billings — first in number of accounts — first in total audience — first in market coverage — first in news listening — first in mail results — first in sales results.

ago!*

**according to March PUTSL, new york report*

Webs And Stations Get Safety Awards

(Continued from Page 1)

KTLA, Los Angeles; WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WTMJ-TV, Milwaukee, and WWJ-TV, Detroit.

Award-winning radio stations follow:

CJBC, Toronto, Ont., Can.; CKWX, Vancouver, B. C., Can.; KATE, Albert Lea, Minn.; KCMO, Kansas City, Mo.; KCVN, Stockton, Calif.; KEBE, Jacksonville, Texas; KFEL, Denver, Colo.; KFH and KPIL-FM, Wichita, Kans.; KFJI, Klamath Falls, Ore.; KFYR, Bismarck, N. D.; KIUL, Garden City, Kans.; KLBK, La Grande, Ore.; KLZ, Denver, Colo.; KNUZ, Houston, Texas; KOIL, Omaha, Nebr.; KOIN, Portland, Ore.; KOMA, Oklahoma City, Okla.; KRBC and KRBC-FM, Abilene, Texas; KRNT, Des Moines, Ia.; KROS, Clinton, Ia.; KTJS, Hobart, Okla.; KTUL, Tulsa, Okla.; KXO, El Centro, Calif.; KXOK, St. Louis, Mo.; KWG, Stockton, Calif.; KYNO, Fresno, Calif.; WALD, Walterboro, S. C.

Also WBTA, Batavia, N. Y.; WCAE, Pittsburgh, Pa.; WCCC, Hartford, Conn.; WCCM, Lawrence, Mass.; WCCO, Minneapolis, Minn.; WCHS, Charleston, W. Va.; WCSS, Amsterdam, N. Y.; WDEL, Wilmington, Del.; WDSR, Lake City, Fla.; WFIL, Philadelphia, Pa.; WFJL, Chicago, Ill.; WFLA, Tampa, Fla.; WFLO, Farmville, Va.; WGV, Charleston, W. Va.; WHO, Des Moines, Ia.; WILS, Lansing, Mich.; WIND, Chicago, Ill.; WING, Dayton, Ohio; WIRE, Indianapolis, Ind.; WIRK, West Palm Beach, Fla.; WISC, Madison, Wis.; WISN, Milwaukee, Wis.; WJBW, New Orleans, La.; WJDX, Jackson, Miss.; WJIV, Wyandotte, Mich.; WJTN, Jamestown, N. Y.; WKEU, Griffin, Ga.; WKY, Oklahoma City, Okla.; WKXL, Concord, N. H.; WLEC, Sandusky, Ohio.

Also WMOH, Hamilton, Ohio; WMPs, Memphis, Tenn.; WMRN, Marion, Ohio; WMTW, Portland, Me.; WNYC, New York, N. Y.; WOCB and WOCB-FM, West Yarmouth, Mass.; WOOD, Grand Rapids, Mich.; WORK, York, Pa.; WOWO, Fort Wayne, Ind.; WPIT, Pittsburgh, Pa.; WPRO, Providence, R. I.; WQAM, Miami, Fla.; WRAC and WRAC-FM, Williamsport, Pa.; WSTC and WSTC-FM, Stamford, Conn.; WSTP and WSTP-FM, Salisbury, N. C.; WTAR, Norfolk, Va.; WTIC, Hartford, Conn.; WTRR, Sanford, Fla.; WWJ and WWJ-FM, Detroit, Mich.; WWL, New Orleans, La.; WWNR, Beckley, W. Va.

Special Strike Program Presented By WIP

Philadelphia — A roundup on threatened strikes telling how they might affect the people of Philadelphia was made by WIP yesterday and aired from 10:45 to 11:15 p.m.

For the threatened strike of Philadelphia Transportation Company workers which would tie up all trolleys and buses in the city, WIP interviewed Andrew J. Kaelin, president of the local Transport Workers Union. Also, William J. McReynolds, vice-president of the PTC, gave an exclusive statement to the station.

G. E. Payne of the Pennsylvania Railroad described the conditions which might result if railroad workers struck. W. B. Woodward, general chairman of the locomotive, firemen and engineers brotherhood gave the union point of view.

Bell Telephone of Pennsylvania also made a statement for broadcast by WIP on the phone strike. Handling the interviews which were recorded on tape was Sam Serota, director of the WIP special events staff.



By SID WHITE

Man About Manhattan. . . !

● ● ● It was Banshees Day in the ballroom of the Waldorf yesterday with celebs from near and far on hand as guests of King Features and INS. . . . Arthur (Bugs) Baer emceed the show and Barry Faris announced the award of the Geo. R. Holmes memorial trophy to Kingsbury Smith, European manager of INS, for his interviews with J. Stalin. . . . The Duke of Windsor was there; also Frank Stanton, CBS prexy, Gen'l Carlos Romulo, of the UN, Seymour Berkson, of INS, Gene Tunney, Morton Downey, Jim Farley, Bob Considine, plus a host of Hearst journalistic aces. . . . The Banshee party brought back memories of the late Jos. V. Connolly, who organized the club back in '35. . . . Joe Connolly's son, a chip off the old block, was among the crowd. . . . Tom Brooks, of Hearst radio, was also on tap with some of New York's top radio time buyers. . . . Arthur Godfrey took occasion to tell the assembled 1,200 newspaper editors that he loved the Fourth Estaters and thanked them for their help throughout the years. . . . Will Mahoney, vaudeville's famed dancer, wowed them with his xylophone dancing routine, and Yvonne Adair, of "Gentlemen Prefer Blondes," gave out with a few tunes. . . . Myron McCormick, Wm. Tabbert and the male chorus of "So. Pacific" were heard in a production number, and the dancing ensemble of "Texas Li'l Darlin'" closed the show with a rollicking square dance number. To coin a phrase, a good time was had by all.



● ● ● Frank Farrell reports that B'way scalpers are now watching television screens for sucker trade the way insurance peddlers and bucket shop customer's men used to comb the lists of sweepstake winners. W. J. Martin, the So. Carolinian who "Broke the Bank" for \$2270 a week or so ago, returned to his Hotel New Yorker room with the loot. Since that night, he has been plagued with an endless series of phone calls from characters offering him "So. Pacific," "Gents Prefer Blondes" and other hard-to-get tickets at stratospheric prices.



● ● ● AROUND TOWN: Moss Hart and Kitty Carlisle start their own Mr. & Mrs. teevee session via NBC early in May. . . . Paul Gardner leaving tomorrow for Okla. and Texas on some special writing assignments for True mag. . . . Attention all canasta fans: Don't forget the terrific canasta party being lined up for May 11th at the Plaza Hotel for the benefit of the Roosevelt Hosp. ambulance fund. Contact Dorothy Kilgallen for tickets. . . . John Hade, former program manager of WJZ and now an indie package producer, drops the col'm a note to applaud our recent piece on Phil Carlin and sez to include him in the gang that owes its radio start to Phil. Phil, incidentally, has just taken on a deal with WPAT and will become station's program consultant. . . . Sydney Smith takes over Kathi Norris' vacated spot as DuMont's Television Shopper Monday. . . . Associated Blind running big benefit on May 18th at Madison Sq. Garden. . . . Robert Q. Lewis knows a chorine who's disappointed over the census-taking. She answered all the questions correctly and didn't receive a prize.



● ● ● THE MORNING MAIL: "Dear Sid," writes Bill Maloney, publicity expert of BBD&O. "Recently you wrote a piece about Jack Benny and the autographed photo he got from Pres. Truman when he was in Washington at the White House News Photogs affair. While there, he received a number of autographed photos but the one I thought was most amusing was the one he received from Sec'y of the Treasury Snyder. In a very distinctive handwriting, the Sec'y inscribed his photo: 'To Jack Benny—from a fan to a customer—John Snyder'."

ASCAP 1949 Income About Even With 1948

(Continued from Page 1)

of the past year, Ahlert pointed to two important steps: a new consent decree with the Department of Justice, and the successful conclusion of major television negotiations. Current membership of the society has been established at 2521, of which 2119 are writers and 402 are publishers, Ahlert stated in a prediction for 1950 in which he termed prospects as looking "bright."

During the first three months of 1950, figures show that larger distributions were made to members than in any of the six previous quarters, Ahlert revealed. In concluding his report with comment on television, he cited that the income from television during the first three months of '50 was almost as much as during the entire year of '49.

Judge Robert Patterson, chief legal counsel for the society, reported on the consent decree reached with the Department of Justice on March 14th, and the steps leading to it. Later, discussion from the floor returned to the topic to deal with a proposed revision of the Articles of Association to conform with the new consent decree.

Following the business meeting the society held its annual dinner limiting the evening to purely social functions. Ahlert presided over the dinner, while Peter Donald was emcee and Harry Hershfield acted as toastmaster. Entertaining the galaxy of ASCAP celebs were Dorothy Lamour, Milton Berle, Margaret Piazza, Billy Eckstine and Dougherty & Ruzicka.

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Coy Not Now Seeking FCC Re-Appointment

(Continued from Page 1)
 or organization of the FCC, which he said is desirable because it will centralize administrative authority. Coy refused to say whether he is currently considering stepping out of the Commission to accept another assignment in or out of Government. All he would say, when questioned by RADIO DAILY, was that June, 1951, is a long way off. As of today, I do not expect to be available for reappointment."

Coy is believed to have had conversations last year with leaders in the television industry with a view toward taking over as president of TBA, but he was said to be not entirely acceptable to all members of TBA. From time to time, various other posts have been rumored for him, but thus far, the only thing he has admitted is that the pay of an FCC Commissioner is not adequate for him.

Coy is believed anxious to stay at the Commission until some solution to the complicated TV tangle has been worked out, but it is conceivable that a Commission decision might be reached before the end of this year. This could mean that Coy will resign before his term is up.

There was some speculation here that he is looking over spots in private industry where he might fit in—and that yesterday's statement puts other possible bidders on notice that he might be available. There was interest also in the fact that Coy did not show up at all for Monday's hearing on a uniform policy dealing with anti-trust violators who apply for FCC licenses, even though he was in his office during the afternoon and could presumably have put in an appearance. During the morning he was testifying at the Capitol on anti-gambling legislation, but could have come to the anti-trust hearing even before it recessed for lunch.

If his failure to show up for the hearing means he will not participate in the formulation of policy, observers here believe it may have to do with his future plans.

WWDC-FM Reported D.C. Top FM Station By ARB

The April 6th report by the American Research indicates that WWDC-FM, Washington, has first place as Washington, D. C.'s top daytime FM station. Basis of the report was a total weekly non-duplicating audience of 23,800 who listen to the station on an average of 66.5 minutes per day. Programs heard over WWDC-FM are the same as those heard in street cars and buses of the Capital Transit System. This was noted especially, since the five runner-up stations duplicate their FM and AM programs. The runners-up were respectively: WRC-FM, WTOP-FM, WMAL-FM, WQQW-FM, and WOL-FM.

WINDY CITY WORDAGE

By HERB KRAUS

LOWELL THOMAS, the fabulous CBS newscaster, did his show from the WBBM studios on Monday during a one-day visit to the city.

Remember the old bounding ball gimmick which used to enliven community singing in the silent, and later the talking pictures? Well, there seems to be a lot of bounce in the old ball yet because it is being polished up for TV by Jack Russell of the Mutual Entertainment Agency here. He has packaged a half-hour hit parade type item with Ken Griffin at the organ plus a barber shop quartet.

Frank Ullrey, former product publicity man with Zenith and an editor of International Harvester's employee mag, has opened his own office, Tower Publicity, Inc. at 221 No. LaSalle. He will service business and industry, which he feels is not getting its real story across.

Robert Lyle of WLS News, took a two-day, 600-mile trip and came up with an hour of special on-the-spot recordings made in the downstate flood area. They were interspersed in regular newscasts and broadcast as special features.

Tom Moore will be a busy bee for the next few weeks. Last Friday he emceed the "Mother of the Year" awards from the Eighth Street Theater, and for the next three weeks he is conducting a contest to select a new name for "The Temptones," versatile instrumental quartet, who enliven many local WGN stanzas including the Tom Moore Show. Moore is offering a potfull of prizes, leading off with \$1,500 worth of household merchandise.

Beginning Sunday, April 30, WBBM will again furnish stations remaining on Standard Time with one-hour delay service over a special set of lines by transcriptions. Before 1948, stations remaining on Standard Time were forced to move up their schedules to conform with network programs.

Rex Allen, the guitarist-singer who once held a starring berth on the WLS National Barn Dance, slated for the beeg buildup by Republic Pictures. Studio aims to spend five-million bucks in next five years boosting Allen. . . Moss Hart and Kitty Carlisle guested this week "On the Century" with Bob Elson via WBBM. . . Donald Seraceno stepped to network and local spot sales at WENR-TV as an account exec. . . He was formerly with ABC's central division sales service dept. His replacement is Grafton "Bud" Mason.

Don Brinkley, editor of WBBM's very popular "Talk of the Town" series, joined the WBBM staff as assistant program director a little more than a year ago from Earle Ludgin and Company, but has already proved his mettle. The series on interesting folks and events in Chicago is one of WBBM's best.

Cliff Norton has joined the "I Got a Sponsor Club" which every local

TV performer is honored to join. . . Procter and Gamble, through H. W. Kastor and Sons, has purchased "The Public Life of Cliff Norton," scheduled for Monday, Wednesday, Thursday, and Friday from 5:55 p.m. over WNBQ. It begins Wednesday for 52 solid weeks. Norton, who was "The Average Shmo" in the recent AFRA Antics opus of the same name, will portray the little man. Ben Park is producing. . . Norman Ross has also picked up a sponsor for his 4:00 p.m. show "Norman Ross at Work," over the same station. It is the Gerity-Michigan Corporation, an automatic dishwasher manufacturer.

WCFL begins another forum-type show Sunday called "What's the Answer?" It will bring important public officials before the mike to argue on national affairs. The Taft-Hartley law kicked-off the show with Senator Wayne Morse, George Meany, AFL secy-treas, and Lester Asher, former NLRB secy. Al Hamilton is the commentator.

In the footsteps of NBC, comes ABC Chicago rearrangement. Radio and TV is being separated as of May 1 with James J. Connolly becoming director of owned and operated radio stations and Otto Brandt as TV station head.

NBC Broadcasters' Comm. Meet Here

(Continued from Page 1)

R. McCollough of the Mason-Dixon group; Howard E. Pill of WSFA, Montgomery, Alabama; Harold Essex of WSJS in Winston-Salem, N. C.; Milton L. Greenebaum of WSAM in Saginaw, Michigan; Walter J. Damm of WTNJ, Milwaukee; Jack Harris of KPRC, Houston; Walter E. Wagstaff of KIDO, Boise, Idaho; Ewing C. Kelly of KCRA, Sacramento, Calif.; John M. Outler, Jr. of WSB-TV, Atlanta, Georgia, and John T. Murphy of WLW-T in Cincinnati.

McCollough served as chairman of the group while Outler represented non interconnected TV stations and Murphy represented interconnected video outlets.

New Meck Distribbs

Plymouth, Ind.—Two new distributors have been appointed for the television and radio line of John Meck Industries, Inc. The firm expects to produce 250,000 units in 1950.

Fall Radio Supply Co., 2424 Tuscarawas St., West, Canton, Ohio, will handle distribution in the Central Ohio area and M. W. Zimmerman of 12 Park St., Springfield, Mass., will be in charge of the Springfield area.

11½TH HOUR

Although other New England programming might slow down after 11 PM, WBZ zooms into "Dancing in the Statler Terrace Room" at 11:30, Monday through Friday. Sponsored by Boston's Hotel Statler, this half-hour program features Bob Millar's Orchestra with Marilyn Grady and Bob Morris. It's an innovation in hotel-sponsored shows. . . light-hearted as champagne and gay as the first tulip. . . and it typifies the sprightly showmanship that holds WBZ's big audiences morning, noon and night!

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 for WBZ-TV, NBC Spot Sales

Revised Roster of Nation's Radio-TV Editors

ALABAMA

Anniston Star: Taylor Smith.
Birmingham Post: Lillie Mae Caldwell.
Gadsden Times: Bert Blosser.
Mobile Press: Michael McEvoy.
Mobile Register: Tony Walker.
Montgomery Examiner: Charles Dobbins.

ARIZONA

Arizona Republic: Ralph Mahoney.
Phoenix Gazette: Julian DeVries.
Tucson Daily Citizen: George Rosenberg.

ARKANSAS

Fort Smith Times Record: Bill Barksdale.
Southwest American (Fort Smith): Ralph Lee.
Arkansas Democrat (Little Rock): Allen Tilden.
Arkansas Gazette (Little Rock): H. Loesch.

CALIFORNIA

Bakersfield Californian: Walter Kane.
Bakersfield Press: Hugh Hill.
Fresno Bee: Marianne Crumpacker.
Hollywood Citizen News: Zuma Palmer.
San Diego Tribune-Sun: Dorothy Mahoney.
San Diego Union: Neil Morgan.
The Chronicle (San Francisco): George Voigt.
San Francisco Examiner: Dwight Newton.
Shopping News (San Francisco): Tom Tyrell.
Tribune (Oakland): Barbara Howell.
Pasadena Independent: Bill Bird.
Star News (Pasadena): Charles Purlee.
San Bernardino Daily Sun: James A. Guthrie.
Santa Ana Register: Pete Coey.

COLORADO

Gazette and Telegraph (Colorado Springs): Bill Totten.
Free Press (Colorado Springs): Joe Givando.
Denver Post: Ken White.
Rocky Mountain News (Denver): Glenda Randow.
The Monitor (Denver): Carter Kaanta.
Denver Times: John W. Fishback.

CONNECTICUT

Bridgeport Herald: Leo Miller.
Bridgeport Post: Rocky Clark.
Hartford Courant: M. Oakley Stafford.
Stamford Advocate: Len Massell.
Torrington Register: Walter G. Selbrecht.
Waterbury American: E. Christy Erk.

DELAWARE

Sunday Star (Wilmington): Frank Adler.

DISTRICT OF COLUMBIA

Times-Herald (Washington): Tom Elliston.
Washington Post: Sonia Stein.
Evening Star (Washington): Sally Anderson.
The Daily News (Washington): Henry Fankhauser.

FLORIDA

Jacksonville Journal: George Mason.
Times-Union (Jacksonville): Darby Perry.
Florida Sun (Miami): Dorothy Dooley.
Miami Herald: Marlon Aitchison.
Miami News: Louise Leydon.
Journal and News (Pensacola): Marion Gaines.
St. Petersburg Times: Jack Faulkner.
Tampa Morning Tribune: Phil M. Barney.
Tampa Daily Times: Pasty Adams.

GEORGIA

Atlanta Constitution: Rita Van Pelt.
Atlanta Journal: Lauren Norvell.
Atlanta Daily World: C. A. Scott.
Augusta Chronicle: Esther Young.
Augusta Herald: Henry Wright.
North Augusta News: Margaret Cameron.

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Broadcasters Furnish Listings

Broadcasters co-operating with RADIO DAILY, furnished the accompanying list of names of radio and television editors on daily newspapers throughout the country. The listings were included in questionnaire information sought in connection with the 1950 edition of Radio Annual and Year Book of Television. This list is published for the convenience of the networks, agencies, public relations offices and others interested in contacting the radio-TV press.

Columbus Ledger: Robert W. Brown.
Columbus Enquirer: W. C. Tucker.
Savannah Morning News: J. P. Miller.
Savannah Evening Press: John Sutlive.

ILLINOIS

Aurora Beacon News: John Corkery.
Daily Pantagraph (Bloomington): Charles Driver.
Chicago Tribune: Larry Wolters.
Chicago Daily News: Sam Lesner.
Chicago Sun-Times: Bill Irvin.
Chicago Herald-American: Bill McHugh.
Peoria Journal Transcript: R. M. Sheperdson.
Peoria Morning Star: Theo. H. Ahrends.
Peoria News: Fred Oakley.
Rock Island Argus: Frank Harrington.

INDIANA

Anderson Herald: Maurice Hockett.
Bulletin (Anderson): Juliet Crittenger.
Daily Herald (Bloomington): Bruce Temple.
Indianapolis News: Martha McHatton.
Indianapolis Star: Beatrice Hynes.
Indianapolis Times: John Reid.
Kokomo Tribune: Dow Richardson.
Muncie Star: Jack Farls.
Muncie Press: Leon Parkinson.

IOWA

Cedar Rapids Gazette: Nadine Subotnik.
Non-Parcell (Council Bluffs): Judy Halterman.
Davenport Democrat: Ina Wlekham.
Daily Times (Davenport): Jennie Strozlecki.
Plain Talk (Des Moines): Harry Bulow, Jr.
Waterloo Daily Courier: Joyce Maselk.

KANSAS

Topeka State Journal: Tom Klene.
The Wichita Beacon: Sidney Coleman.
The Wichita Eagle: Geraldine Day.

KENTUCKY

Ashland Daily Independent: John McGill.
Lexington Leader: Betty Christian.
Courier-Journal (Louisville): Bill Ladd.
Messenger (Owensboro): Lawrence Hager.

LOUISIANA

Morning Advocate (Baton Rouge): Margaret Dixon.
State Times (Baton Rouge): Ernest Guymard.
New Orleans Item: Ted Liuzza.
New Orleans States: Bob Sublette.
Times-Picayune (New Orleans): Jeanette Simpson.
Illustrated Press (New Orleans): Larry Harding.
Shreveport Times: James Briggs.
Shreveport Journal: D. F. Attaway, Jr.

MAINE

Sun-Journal (Lewiston): Rose Nickerson.
Sunday Telegram (Portland): Richard Woodbury.

MARYLAND

The Morning Sun (Baltimore): Robert Snyder.
The Evening Sun (Baltimore): Raymond Pryde.
The Sunday Sun (Baltimore): Geoffrey W. Fielding.
Baltimore News-Post-Sunday American: Jennie Lea Bird.
Cumberland Sunday Times: William Hunt.
Cumberland News: H. H. Robinson.
Cumberland Evening Times: Gene Gunning.
Morning Herald (Hagerstown): Harry Warner.
Daily Mail (Hagerstown): Vernon Stone.

MASSACHUSETTS

Boston Post: Howard Fitzpatrick.
Boston Herald & Traveler: Alice Quinlan.

Boston Globe: Elizabeth Sullivan.
Christian Science Monitor (Boston): Al Hughes.

Boston Record-American: Joseph Anderson.
The Fall River Herald News: Ed Delaney.
Haverhill Gazette: Wendell Coltin.
Holyoke Transcript: Richard J. Murphy.
Springfield Newspapers: Harvey Gray.
Eagle-Tribune (Lawrence): Joseph Oaks.
Lawrence Sunday Sun: Bill Collins, Jr.
Lynn Daily Item: Tom Maguire.
Lynn Daily Item: Ed Cahill.
Newton Villager: Philip Ahlin.
Belmont Citizen: G. B. Seavey.
Waltham News-Tribune: Thomas Murphy.
Watertown Sun: Fred Green.
Wellesley Townsman: A. E. Larsson.
New Bedford Standard-Times: George Geller.
Worcester Telegram: Frederick L. Rushton.
Evening Gazette (Worcester): Phillip J. Cogswell.
Sunday Telegram (Worcester): Don Williams.

MICHIGAN

Lakeview News (Battle Creek): Wm. E. Udell.
The Detroit News: Herschell Hart.
The Detroit Times: Vera Brown.
The Detroit Free Press: Mark Beltraire.
Flint Journal: Ralph Coulter.
Flint News-Advertiser: Author Carstens.
Flint Weekly Review: Stanley Sharpe.
Grand Rapids Press: Florence Kasprzak.
Grand Rapids Herald: Carolyn Godley.
North Lansing Press: Ward Swenson.
Shopping News (Muskegon): Les Drescher.
The Times Herald (Port Huron): Al Haugner.

MINNESOTA

Minneapolis Star & Tribune: Florence Murphy.

MISSISSIPPI

Vicksburg Evening Post: Burrell Conway.

MISSOURI

Kansas City Star: Robert Hoiland.
St. Louis Globe Democrat: Harry La Merthin.
St. Louis Post Dispatch: James Spencer.
St. Louis Star-Times: Ralph Gentles.

NEBRASKA

Lincoln Star & Journal: Rex Gribble.
Omaha World-Herald: Jake Raelman.

NEVADA

Reno Evening Gazette: Joe Jackson.
Nevada State Journal (Reno): Frank Sullivan.

NEW HAMPSHIRE

Monitor-Patriot (Concord): James M. Langley.
N. H. Morning Union (Manchester): James Mills.

NEW JERSEY

Press-Union Newspapers (Atlantic City): Dorothy Shreiner.
Nowark News: Robert Taylor.
Passaic Herald News: William Pohl.

NEW MEXICO

Health City Sun (Albuquerque): Betty Shaffer.
Albuquerque News: Larry LaTouche.

NEW YORK

Knickbocker News (Albany): Bob O'Brien.
Albany Times Union: John F. Archer.
Citizen Advertiser (Auburn): Victor Calhoun.

Binghamton Sun: Doris Lyon.
Binghamton Press: R. Sturdevant.
Buffalo Evening News: Jim Tranter.
Courier-Express (Buffalo): Don Tranter.
Associated Press (N. Y.): Wayne Olliver.
N. Y. Daily Compass: Fred Rayfield.
N. Y. Daily Mirror: Niek Kenny.
N. Y. Daily News: Ben Gross.
N. Y. Herald Tribune: John Crosby.
N. Y. Times: Jack Gould, Val Adams.
N. Y. World Telegram & Sun: Harriet Van Horn.
Rochester Times Union: Don Yerger.
Rochester Sun: Beverly Crowe.
Syracuse Herald-Journal: Tom Collican.
Syracuse Post Standard: Peg Simpson.

NORTH CAROLINA

Charlotte Observer: Dick Pitts.
Charlotte News: Emery Wlster.
The Democrat (Greensboro): Paige Holder.
Greensboro Free Press: T. E. Wagg.
Journal-Sentinel (Winston-Salem): Paige Kelly.

NORTH DAKOTA

Fargo Forum: Roy Johnson.

OHIO

Akron Beacon Journal: Bee Offlineor.
Canton Repository: Rose Kesel.
Cincinnati Post: Mary Woods.
Cincinnati Times Star: Charlton Wallace.
Cincinnati Enquirer: Marge Adams.
Plain Dealer (Cleveland): George Condon.
Cleveland News: Elmore Bacon.
Cleveland Press: Stanley Anderson.
Columbus Dispatch: Dean Myers.
Columbus Citizen: Jo Bradley Reed.
Columbus Star: Joe Mills.
Ohio State Journal (Columbus): Mary McKee.
Dayton News: Wm. L. Sanders.
Portsmouth Times: John Green.
Toledo Blade: Mitch Woodbury.
Toledo Times: Delight Rush.

OKLAHOMA

Oklahoma City Advertiser: Leon Hatfield.
This Week (Okla. City): Colonel Nelson.
Tulsa Tribune: Roger Devlin.
Tulsa World: Russell Gideon.

OREGON

Oregon Journal (Portland): Mary Ann Campbell.
Oregonian (Portland): William Moyes.

PENNSYLVANIA

Morning Call (Allentown): Art Gearhart.
Erie Dispatch: Wesley First.
Johnstown Observer: Lou Pettigou.
Pittsburgh Post Gazette: Harold Cohen.
Pittsburgh Press: Si Steinhilber.
Philadelphia Daily News: Jerry Gaghan.
Philadelphia Inquirer: Frank Brookhauser.
Philadelphia Evening Bulletin: Earl Selby.
Reading Eagle: Walter S. Dillon.
Reading Times: Herbert C. Kohler.

RHODE ISLAND

Providence Journal Bulletin: Maurice Dolbier.

SOUTH CAROLINA

News & Courier (Charleston): Charles Wickenburg.

TENNESSEE

Chattanooga Times: Janet Patten.
Knoxville News-Sentinel: Hugh Allen.
Knoxville Journal: Juanita Glenn.

(Continued on Page 8)

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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, April 26, 1950 — TELEVISION DAILY is fully protected by register and copyright

TELE BIG FACTOR IN '52 ELECTION

TELE TOPICS

THE SPORT OF KINGS, having faithfully wended its way northward in the wake of the vernal equinox, is currently being offered as a twice-weekly special events feature by NBC-TV. As televised by the web's cameras and as described by racecaster Clem McCarthy, the Wednesday and Saturday Jamaica feature races are thrilling affairs to dyed-in-the-wool improvers of the breed, two-dollar bettors and just plain televiewers. The average, however, loses interest in the free-race paddock sessions since ex-jockey-turned-broadcaster Sammy Renick has some difficulty keeping his twenty minutes or so of airtime filled with spritely comment. More interview time and less straight gabbing full into the camera might make Renick's task easier.

THE FABIAN THEATERS have ordered additional theater TV equipment for their Albany, N. Y., theater. Head of the theater chain says the new installation will provide a starting place for theater TV developments in up-state New York. . . . Maggi McNellis will star in a new CBS-TV show, "Maggi's Private Wire," which premieres on May 3. . . . WATV will televise a Solemn Pontifical Mass next Monday. . . . Ethel Thorsen will launch a new bi-weekly home fashions show over WABD on May 5. . . . Estelle Loring has bowed-out of "Stop The Music" to understudy Janet Blair in the road company of "South Pacific." . . . Louis Mucciolo has joined the New York operation of the Perry Fairbanks organization as studio manager. . . . "The Great Volta" is only in memory at CBS-TV after only a couple of weeks of telecasting. . . . "Television business is still a dangerous item for the retailer because of the continuing technical development and the resultant price changes. We are handling it very cautiously," Robert E. Wood, chairman, told the annual meeting of the Sears-Roebuck company on Monday.

RUMORS THAT KFI-TV was for sale have been denied by Earle C. Anthony, licensee, in Hollywood. He said that all reports relative to the sale of the station were erroneous. . . . KDYL-TV, Salt Lake City, reports the sale of \$2,500 worth of carpeting immediately following a program ballyhooing rugs last week. . . . Mexico's first TV station is scheduled to go on the air this summer in Mexico City. It will be owned and operated by Televisión de México, Inc. . . . KPIX has picked up a sponsor for "Talent Showcase." . . . Sylvania Television has established a price protection policy on all current Sylvania TV models. . . . Arthur Godfrey's bond drive kick-off will be telecast over NBC-TV. . . . That engineers and technicians sit-down the other night also hit NBC's owned and operated stations.

FCC To Attend Color TV Showing In N. Y.

Seven members of the FCC, led by Commissioner Wayne Coy, are expected in New York today to attend a demonstration of a new development in the CBS color-TV system, and to inspect Columbia's laboratories at 485 Madison Avenue. Immediately following the demonstration before the FCC, CBS will show its color system to members of the New York press.

Also present at the FCC showing will be other interested parties in the color hearing, including RCA, DuMont, and CTI.

The new development, according to Dr. Peter C. Goldmark, CBS director of engineering and research development, involves addition of the horizontal interlace principle to the CBS field sequential system, making it possible to obtain full, 525-line definition in the horizontal direction. It raises the potential ceiling of performance of the CBS system, according to CBS expert, to twice its present level, which already, according to Dr. Goldmark, delivers to the eye "appreciably greater resolution than either the RCA or CTI systems."

CBS On West Coast

CBS has made no decision regarding the purchase of a large studio property on the West Coast, according to a web spokesman. Speculation along Madison Avenue, however, is that the network is considering the purchase of a large Hollywood studio, possibly one now owned by Goldwyn, Warner Brothers or Don-Lee.

New Device To Reduce Cost Of Films-For-Video Shown

Chicago — New equipment designed to reduce costs of film cutting for video were demonstrated yesterday by Wentworth D. Fling, vice-president of Fairchild Recording Equipment Corporation, at the semi-annual convention of the Society of Motion Picture and Television Engineers at the Drake Hotel.

The device magnetically records and plays back sound tracks for television films in synchronization with cameras and projectors. Using 1/4-inch magnetic tape, it can be connected to almost any tape recorder to make it do synchronous record-

Better Late Than . . .

Irene Wicker, ABC-TV's "The Singing Lady," last week received a request from a school teacher asking that she be sent a set of musical plays for young children "as advertised by your sponsor, Kellogg, in the enclosed ad." Miss Wicker, however, was unable to comply with the request since the ad was dated March, 1937.

'Ranger' Re-runs Offered Less 35%

A new "Lone Ranger" show package covering re-runs of films and asking for rate reductions in the neighborhood of 35 per cent has been offered to more than 40 stations on the ABC-TV network through the agency for General Mills, Dancer - Fitzgerald - Sample, Inc.

Three-Year Contract Signed

The stations signed a three-year contract with the agency last June for telecasts of the program and under the proposed new set-up, the stations would now run the films again for 26 weeks on a summertime basis at reduced rates, in addition to the new shows being produced. The films would gain a new audience since many persons have bought sets since the shows were first run a year ago.

Dancer - Fitzgerald - Sample also has requested a three-year contract freeze for the "Beulah" show which is scheduled to begin in the Fall under the sponsorship of Procter & Gamble.

ing, Fling said. He added that present non-synchronous equipment will not be fully adaptable.

In a demonstration, the sound track on tape and the picture on film were started simultaneously with one remote control switch and the sound and picture synchronized electronically. The projector and the recorder were stopped on several occasions to demonstrate the effectiveness of the equipment.

Fling reported that with the device, costs of film production can be greatly reduced by elimination of the emulsion coated sound track.

Sarnoff Says Video Personality Will Win Election

(Continued from Page 1)

sincerity the public is looking for." Sarnoff predicted that by 1952

there will be 20 million TV sets in the United States, bringing the total coast-to-coast network shows to 80 million people per week. He declared that the television industry which has hit the billion dollar a year mark within three years of its commercial inception, will be grossing from three to five billion dollars annually by 1952.

Dr. Roscoe Miller, president of Northwestern University, and speaker of the evening, asserted that television was not a menace to education, but could be a "superb aid," if the educators made wise and correct use of it.

Sees Life Dramatized

"The value of television, which successfully combines the appeal to sight and sound as a teaching medium, also lies in its ability to dramatize 'life,'" he pointed out. He cited Northwestern's experiments with TV in teaching medical students which demonstrated a very high retention by the students. It also proved that surgical techniques which formerly could be witnessed adequately by one or two observers can now be televised clearly and completely to an unlimited number of pupils.



SARNOFF

Decision

The Screen Cartoonists Guild has voted to prohibit members of its organization from performing art work at non-union studios. A SCG spokesman said that the ruling was aimed at "the fly-by-night newcomer to the industry who is trying to cash in on the TV boom in the animation industry at the expense of established studios." The union charged that many "self-styled" producers were misrepresenting their positions and were underbidding established studios for animated commercial business.

Americans Buying Time In So. Africa

(Continued from Page 1)

wave transmitters will cover the Transvaal, or northernmost province of the Union. The short wave transmitters will serve the rest of the Union and will infiltrate into surrounding territories. At a later stage a national network, linked by wire lines with broadcast type carriers superimposed, will give high quality coverage throughout the densely populated areas of the Union.

Within a hundred miles of Johannesburg and Pretoria, where the Northern Region transmitters are situated, there is a European population of nearly one million. A native (Bantu) population of two-and-a-half million, which is rapidly becoming radio-conscious, is also concentrated in this area. Along the giant gold reef are to be found nearly one-third of the Union's factories and more than 100 different types of industries. The gross value of output of the metal industries alone is £80 million. The yearly wage bill of factory workers is £50 million.

This is the market which the three medium wave transmitters of the Northern Regional system cover.

Time selling began on February 1, and it was immediately apparent that commerce and industry had been awaiting the new advertising medium with keen interest. Time during peak evening hours was soon sold out, and daytime bookings were heavy. International advertisers, Coca-Cola and Bristol-Myers, form such as Lever Brothers, Sterling Products, Colgate - Palmolive - Peet, the nucleus of the numerous commercial and industrial firms using Springbok Radio. These advertisers were not greatly affected by the imposition in 1948 of stringent import control measures, because they have established in South Africa factories to turn out their products. Other big exporters have, however, been unable to export their products to the Union during recent months.

It seems likely that import restrictions will be relaxed soon. Additional products will then have entry into the South America market, and added incentive will be given to advertisers in good quality national coverage. With these factors in mind, and in view of the success of their first venture in commercial radio, the South African Broadcasting Corporation is already considering the establishment of a second commercial broadcasting service.

WMGM To Cover Races

Night trotting races from Yonkers Raceway will be covered by WMGM, beginning Thursday, April 27 from 10:45 to 11 p.m. Clem McCarthy will handle the announcing chores for the season of 21 nights of racing, running through May 20. WMGM will carry Monday through Saturday.

Radio-TV Editors

(Continued from Page 6)

Memphis Press Scimitar: Louise Nolan.
Memphis Commercial Appeal: Mike McGee.
Nashville Banner: Milton Randolph.
Nashville Tennessean: Nello Bizle.

TEXAS

Amarillo Times: Zeke Brown.
Austin American-Statesman: Dudley Early.
Beaumont Enterprise: Merita Mills.
Beaumont Journal: Anita George.
Dallas Morning News: Nathan Wyl.
Dallas Daily Times Herald: Douglas Hawley.
Labor Advocate (El Paso): Charles Amador.
Fl. Worth Press: Jack Gordon.
Fl. Worth Star Telegram: Gita Packer.
Houston Chronicle: Mildren Stockard.
Houston Press: Bill Roberts.
Houston Post: Arthur Laro.
Port Arthur News: Grace Foote.
San Antonio Express: Gerald Ashford.
San Antonio Light: Sam Wolford.

VIRGINIA

Virginian Pilot (Norfolk): Warner Twyford.
Richmond Times-Dispatch: Norman Rowe.
Roanoke Times: William Atkinson.
Roanoke World News: William C. Stouffer.

WEST VIRGINIA

Charleston Daily Mail: Arnold Knapp.
Charleston Gazette: Harry Hoffman.

Herald-Dispatch (Huntington): Wm. D. Burke.

WASHINGTON

Seattle Times: Nat Lund.
Seattle Post-Intelligencer: Dick Mything.
Seattle Shopping News: Elsie Kellogg.

WISCONSIN

Milwaukee Journal: Bea Papan.
Milwaukee Sentinel: Buck Herzog.
Sheboygan Press: W. J. Pfister.

WYOMING

Wyoming State Tribune: Lewis E. Bates.
Wyoming Eagle: R. F. MacPherson.

ALASKA

Anchorage News: John A. Ryan.
Fairbanks Daily News-Miner: William Strand.

HAWAII

Honolulu Advertiser: Dan McQuire.
Honolulu Star-Bulletin: Paul Findelsen.

PUERTO RICO

"El Mundo" (San Juan): A. Davila Colazo.
Radio News (San Juan): Esther G. Rodriguez.

WPEN Sports Shows Are Completely Sold Out

A sell-out of all Phillies exhibition, home, and away games plus a weekly schedule of major boxing matches and sports adjacencies has been chalked up by WPEN, Philadelphia, states Edward C. Obrist, gen. mgr. Purchases went to 13 national and local advertisers. The Phillies games are sponsored nationally by Supplee-Sealtest, Atlantic Refining Co., and Ballantine Ale & Beer on a rotating basis. Adjacencies were bought by Bold Cigars and Kool Cigarettes; a newscast following the games went to Tappins, a local jeweler, and between double-headers was sold to Berry Buick with Roberts Packing Co. sponsoring the ten-minute intermission. Thom McAn shoes have commercials on a 40-station network for the major boxing events, along with Ortliebs Beer and Robert Hall Clothes. In addition, a quarter-hour slot of interviews with coaches, players, managers, and fans of the Phillies and other ball clubs have been peddled through the N. W. Ayer agency.

KCMJ Elects Officers

Stockholders and directors of KCMJ, Palm Springs, Calif., held their annual meeting this week to elect the following officers: Dick Joy, pres.; Donald C. McBain and George W. Irwin, vice-presidents; Roland Vaile, secretary-treasurer and retaining his position as station manager. In addition, C. D. Ryder, Jr., the company's accountant and head of his own business management firm, was elected to the Board. Dick Joy continues as Hollywood freelance announcer of "Sam Spade," "Nancy Dixon," "Light Up Time," and "Dr. Kildare."

Two Appointments Made By Bess Of WPAT In Jersey

Herman Bess, WPAT vice-president in charge of programming and sales, yesterday announced that due to increased national and regional accounts, WPAT has retained Philip J. Carlin as program consultant and Arthur C. Schofield as publicity and promotion director.

Carlin will create new programs and coordinate the present program schedule featuring Milo Boulton, Emery Deutsch, Joe Cumiskey, Dave Mille, Don Kerr, John Henry Faulk and other name personalities who have been added to the station's roster since the Paterson station increased its power and broadcasting schedule this past December.

Carlin is one of radio's outstanding program authorities. He formerly was vice-president in charge of programming for Mutual Broadcasting and also served both the red and blue networks.

Schofield has been manager of advertising and promotion for WFIL, Philadelphia; formerly with KYW, Westinghouse radio station, and more recently with DuMont. He has won six national industry awards in recent years for outstanding promotion.

Wedding Bells

Portsmouth, Ohio—John Michael Hornbach, announcer at WPAY (and FM), Portsmouth, was married Saturday, April 15, to Virginia Cordes of Cincinnati.

Both the bride and bridegroom are graduates of the University of Cincinnati school of radio, and the former Miss Cordes has appeared on dramatic programs over Cincinnati stations.

Mr. Hornbach is known as John Michaels on the air.

Wire Services Report On 1949 Operations

(Continued from Page 1)

radio and television field have been added by International News Service in the past twelve months, according to a report prepared by General Manager Seymour Berkson for delivery today at the American Newspaper Publishers Association convention.

The breakdown shows that 31 radio and 26 TV clients joined INS, Berkson said. He added that INS now services "more than 70 percent of the nation's present television stations with one or more of our TV news elements."

Berkson also took note of the new Projectall machine which was introduced at the NAB convention. The latest model is designed "for simple, rapid projection of news bulletins and spot news photos or television," he said.

A list of citations disclosed by INS included several scored for television by the INS newsreel affiliate, Telenews. Among them were the exclusive films of Chinese Communist troops reaching the border of Hongkong and the first tele film of the acquittal of Dr. Hermand Sander.

U. P. Service Expands

The review of the past year's operations of United Press, presented by Hugh Baillie, president, showed that U.P. in the past year had a net gain of 142 clients, making a world wide total of 3342 newspaper and radio stations served directly. Not included in this count are 260 special clients, the many newspapers abroad which received U.P. dispatches through local news agencies, and clients with whom contracts have been signed for service to start at a future date.

In the field of communications, a study showed the U.P. now operating the world's most extensive network of leased radio channels. It carries a quarter-million words per day to and from every part of the globe.

Transmitters are located in 11 cities, the major points being New York, San Francisco, Tangier, London, Buenos Aires and Manila.

In Europe, the U.P. leased wire has been expanded to link 25 European cities in 13 countries and territories with headquarters in London. This circuit puts all of these points within seconds of New York for the transmission of news.

WINR Asks Change

A request to increase the station's power and change the frequency has been filed with the FCC by WINR, Binghamton, N. Y. Station Mgr. C. A. Binghamton said the request stipulates an increase from 250 watts to 1000 watts daytime and 500 watts nightly; kilocycle change is from 1490 to 680. If the FCC approves the plan will call for the construction of three 400-foot towers at a site northeast of Binghamton.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 19

NEW YORK, THURSDAY, APRIL 27, 1950

TEN CENTS

WEBS NEGOTIATE NABET CONTRACT

TV Center Proposed For Jersey Side Of Hudson

Priscoll Reveals Strong Interest In TV Project

Prospect that the Hackensack Meadows area on the New Jersey side of the Hudson River will become a new TV studio center for the New York City area was held forth yesterday by Governor Alfred E. Driscoll of New Jersey. He said the state government has been approached by "people

(Continued on Page 7)

U. S. Steel Co. Renews Theater Guild Series

United States Steel through its Radio Sales and O'Day agency yesterday closed deals for the return of the Theater Guild of the Air to NBC next fall and for the presentation of a 13-week summer series of full hour musical programs featuring the NBC summer symphony orchestra and guest conductors.

The Theater Guild hour which

(Continued on Page 2)

Texas State Network Will Cover Golf Tourney

Broadcast rights for the 1950 National Invitation Golf Tournament in Fort Worth, Texas, May 25-28, have been acquired by the 17-station Texas State Network, along with an ar-

(Continued on Page 2)

Will Cover Derby

Mel Allen and Clem McCarthy will cover the Kentucky Derby from Churchill Downs, Saturday, May 6, for the exclusive CBS broadcast. Allen is slated to do the color commentary and McCarthy, veteran turfcaster, will give the actual call of the racing classic for the radio audience. The broadcast is set for 5:15 p.m., EDT.

Webs To Carry President's Address

All four major networks have scheduled coast-to-coast airings of President Truman's major address before the National Democratic Conference in Chicago on May 15 (11:30-12:00 midnight, EDT). Newsmen for the webs will board a "Special" train with the President on May 7 and give coverage through the trip and the rally. Morgan Beatty and Frank Bourkholtzer will cover events and interview politicians for NBC, and William Hillman will cover for Mutual.

Radio Support Sought For Hoover Report

Radio support has been asked for the National Reorganization Crusade of the Citizens Committee for the Hoover Report which will open a nation-wide drive in Philadelphia on May 2. Plans call for the "Cracker Barrel Caravan" to begin its campaign at Independence Hall with a tour set first in Pennsylvania and New Jersey and later, New England and the Far West.

Judge Justin Miller, NAB prexy, is currently lining up a group of network programs in support of the Hoover Report. No details of network shows have been released as yet.

Radio Sales Announces Personnel Changes

Three personnel changes within Radio Sales, radio and TV stations representatives for CBS, were announced yesterday as becoming effective immediately. Herbert Carlborg, eastern sales mgr. of Radio Sales-AM, was appointed mgr. of

(Continued on Page 5)

Mestre Winds Up Deal For RCA-TV Equip.

Having purchased more than \$500,000 worth of RCA television equipment, Goar Mestre, president of CMQ network, Havana, Cuba, will leave New York this weekend for an inspection tour of eastern seaboard TV stations before returning home.

Mestre revealed yesterday that he expected to have his Cuban TV station in operation before year's end and that there is a potential audience of 1,400,000 people in a 35-mile radius of Havana. He added that he hoped the Cuban government would make the duty light on imported TV

(Continued on Page 6)

Heinz Again Is Sponsor Of "Ozzie And Harriet"

A new contract to sponsor "The Adventures of Ozzie and Harriet" for a second year has been signed by the H. J. Heinz Co. with ABC. The 42-week deal becomes effective Sept. 1 after an 11-week summer hiatus. Negotiations were made through the Maxon Adv. Co.

Petty Prefers McFarland Bill Over Truman Plan For FCC

Washington Bureau of RADIO DAILY
Washington—NAB general counsel Don Petty told the Senate Committee on Expenditures in the Executive Departments yesterday that the President's re-organization plan for the FCC is objectionable to the industry. He said it is ambiguous, and suggested as an alternative speedy approval of the McFarland

bill now bottled up in the House Interstate Commerce Committee. The White House plan, supported by the FCC, is opposed in a resolution proposed by Sen. Edwin C. Johnson (D-Colo.) chairman of the Senate Interstate and Foreign Commerce Committee. The NAB board of directors, meeting this month in Chicago,

(Continued on Page 6)

Reach Agreement With NBC, ABC For 18 Months

Agreement on a new 18-month contract between the National Association of Broadcast Engineers and Technicians and two major networks—NBC and ABC—was reached at 2 a. m. yesterday following 32 hours of continuous negotiation. Later in the day, lawyers and representatives

(Continued on Page 2)

Hooper Takes Issue With Boston Charges

C. E. Hooper yesterday took issue with the statement of Craig Lawrence of WCOP, Boston, in which the Boston broadcaster indicated in a memo to the station sales staff that Hooper was selling radio short since consummating his deal with A. C. Nielsen on the reporting of network radio audiences.

"I am proud to say that I can't

(Continued on Page 6)

Ask Curtailed Power Of CBC In Canada

Montreal—Paring down of powers of the Canadian Broadcasting Corporation was urged in Ottawa before the Royal Commission on Arts and Science.

The Association of Canadian Ad-

(Continued on Page 5)

Visual Impact

Detroit—Recently on the Lady of Charm's "Charm Kitchen," program viewed on WXYZ-TV, Thursdays and Fridays from 4:00-5:00 p.m. The Home Test Products Company made a special offer of a set of cutlery, asking Detroit housewives to telephone in their orders. Two participations on "Charm Kitchen," resulted in 1,077 orders for the item.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(April 26)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pf., Stewart-Warner, Westinghouse, Westinghouse pf., Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Stork News

Joseph V. Noble, general manager of Murphy-Lillis, producers of motion pictures, announces the birth of an 8 1/2 pound son to his wife, Olive. The boy has been named Ashley.



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COMING AND GOING

CARL HAYERLIN, president of BMI, headed for the West Coast following the close of the NAB convention in Chicago. He's now in Hollywood on business.

JANE TIFFANY WAGNER, supervisor of education at NBC, is in Hartford, where today she will be interviewed on WTIC by Jean Colbert. Yesterday she delivered an address at the Annual Home Economics Conference.

JOHN L. SINN, executive vice-president of Frederic W. Ziv Co., is spending a week in Los Angeles.

LOWELL THOMAS, Columbia network newscaster, broadcast his program this week from the studios of WTRY, Troy, N. Y.

MAGGI FISHER, producer of "Piano Playhouse" on ABC, is in Washington on business. She'll be back Monday.

JACK STERLING, early-morning news star on WCBS, tomorrow will be in Bridgeport, Conn., where he will act as master of ceremonies at a benefit variety show for the American Cancer Committee.

HUGH TERRY, general manager of KLZ, Columbia network outlet in Denver, is back in Colorado following a short business trip to New York.

NANCY CRAIG, American network women's commentator, will leave by plane next Wednesday for a five-week visit to Great Britain. BBC will record her ABC programs while she is there. Her assistant, TESS MASE, will precede her to Albion, planning out of New York tomorrow.

MYRTLE LAYTON, merchandising director of the Kathi Norris Show on WABD, returned earlier this week from a short business trip to Chicago.

GEORGE STORER, president of Fort Industry Co., a visitor this week at the New York offices of CBS.

CRAIG LAWRENCE, general manager of WCOP, Boston, is in Gotham for conferences with the station's national reps.

MARTIN BLOCK today is appearing in Detroit in aid of the National Cancer Fund.

SHERRIL TAYLOR, promotion and publicity manager for KSL, who has been in New York conferring with promotion executives at CBS, will return on Monday to his Salt Lake City headquarters.

LARRY LESUEUR, United Nations correspondent for the Columbia network, today will go up to Rye, N. Y., to address a gathering at the Westchester Country Club.

MANNIE GREENFIELD, publicist, tomorrow will leave by plane for London, where he will complete arrangements for a disk jockey deal for Tommy Dorsey.

Texas State Network Will Cover Golf Tourney

(Continued from Page 1)

Arrangement to originate one broadcast of the tourney for the Mutual network. Calling shots at the Colonial Country Club site of the tilt will be a trio of southwestern sports-casters, namely: Charlie Jordan, TSN veepee; Fred Kincaid, of WRR in Dallas; and Bill Michaels, mgr. of KABC, San Antonio. TSN daily coverage will consist of one hour; an additional hour being carried by KFJZ, the net's key station in Ft. Worth.

U. S. Steel Co. Renews Theater Guild Series

(Continued from Page 1)

winds up its current season with the broadcast of June 4th will return to NBC from 8:30 to 9:00 p.m., on Sunday, September 10th. Summer series of symphonic music will get under way on Sunday, June 11th. The program will be heard from 8:30 to 9:00 p.m., EDT, Sundays.

Meeks Joins WOL

Fred Palmer, manager of WOL, Washington, and WRFD, Worthington, Ohio's rural radio station, has announced the appointment of Haywood Meeks as promotion and publicity director of Peoples Broadcasting Corporation. Meeks was formerly with WASH-FM, Washington, and the Continental network, and WAYS, Charlotte, as promotion director.

Named WKNY Manager

Appointment of Robert M. Peebles as manager of WKNY, Kingston, N. Y., has been announced by Joseph K. Close, president of Monadnock Radio Corp. WKNY was recently purchased by Monadnock which is also affiliated with WKNE, Keene, N. H., where Peebles is credited with three years as assistant mgr.

NBC, ABC, NABET Set Pact Agreement

(Continued from Page 1) from both sides met again to draw up the formal contract.

The contract, covering engineers and technicians in New York and other cities where the broadcasting companies operate radio and television stations, grants wage boosts averaging about eight per-cent, was reported. The increases will mean about \$35 per month to the engineers and technicians.

Other Issues Involved

Other issues involved were of seniority and jurisdiction. The latter covered the question of who can tell whom to do what. The new agreement will be effective May 1.

On Tuesday, the engineers at both nets staged a surprise sit-down strike which resulted in confusion of operating schedules and took NB off the airwaves for several minutes.

Commenting on the contract George Maher of the union reported that "after 32 hours of continuous bargaining, full agreement was reached by NABET with NBC and ABC." He said the contract would be signed upon completion. Ratification by the union members will come later.

Home Menagerie



At first the cat was the only pet in this home. Then a stray dog was added. And finally a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even small investments on W-I-T-H produce big results. If you'd like the whole, exciting story about W-I-T-H call in your Headley-Reed man.



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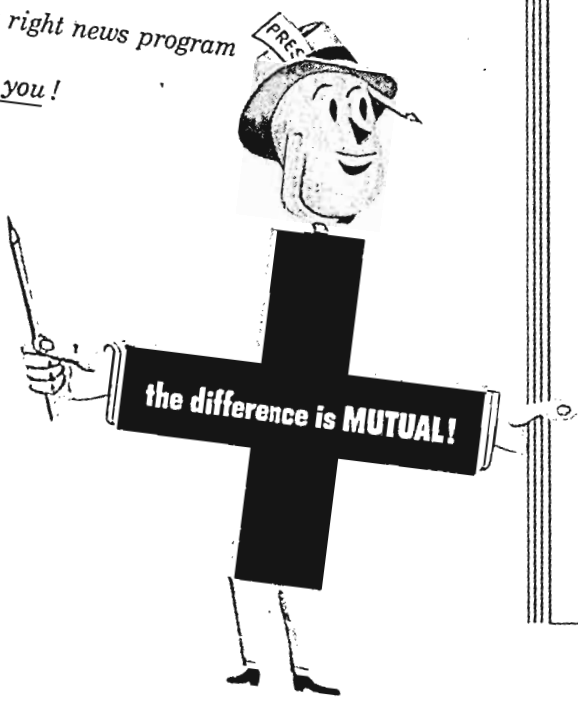
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DISTAFF	Helen Hall: "Femme Fair" "Kate Smith Speaks"	
HOLLYWOOD & BROADWAY	Hy Gardner Radie Harris	Sheila Graham Danton Walker
SPORTS	Bryan Field Art Gleeson	Al Helfer Bill Slater
SPECIAL FEATURES	Marvin Miller's "Behind the Story" "Meet the Press" "Mutual Newsreel of the Air" "Northwestern Reviewing Stand"	
INTERNATIONAL	Foreign Correspondents in capitals on 6 Continents	

MUTUAL BROADCASTING SYSTEM

CHICAGO

By HERB KRAUS

DR. PRESTON BRADLEY back to Klieg lights of television Sunday over WGN-TV with his inspirational program of philosophy and comment. He will be heard weekly at 6:45 p.m. under the sponsorship of Belltone Hearing Aid. Ruthrauff and Ryan, Chicago, handles the account.

Kling Studios in Chicago have completed 28 TV commercials, according to Fred Niles. Clients include Taystee Bread, Raytheon, Standard Oil of Indiana, Ken-L Ration, Magic Washer, Bavarian Beer, and Squeeze Spray Deodorant.

Two of Chicago's best-liked singing personalities are teaming up in a sure-fire TV show which is sure to appeal to the eyes and ears of both sexes. They are Johnny Desmond and Gloria Van who are bringing "Tin Pan Alley" to the TV screen over ABC each Friday night from 8:30 to 9:00 p.m. ABC-TV director Fred Kilian promises the show will be one of the biggest musical undertakings ever to emanate from the central web. Chet Roble at the piano and Rex Mauphin's band will round out the musical complement.

The Holsum Magic Show, starring magician Bill Baird and featuring Florine and the magic round table bowed in over WBKB on Tuesday at 5:30 p.m. Holsum bread is the sponsor, through the W. E. Long Company.

John Beal, star of "Lend An Ear," took the leading role in "General Delivery" on the Universal Mysteries program over WGN-DuMont Sunday. Script was written by Tom Elvidge, WGN staff man who teaches radio writing (and very well) at Northwestern Journalism school.

Edward C. Fritz, Jr., has been appointed radio and TV director at W. E. Long Co., for over 50 years management consultants and advertising agency to the baking industry. A veteran of 26 years in radio and TV, Fritz came from WBBM where he was an account executive.

Classical Series Set

A new program series of classical music on which a guest critic will present each week the numbers he likes best will be started over WNEW this Sunday, April 30 from 7:00 to 7:30 p.m. Louis Biancolli, music critic of The New York World Telegram and The Sun, will make a guest appearance on the first program. "Depuis la Jour" sung by Dorothy Maynor will be heard on the first program.

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By SID WHITE

Man About Manhattan...!

● ● ● **BIGTOWN SMALL TALK:** Hiatus dates for Jack Benny and Edgar Bergen start after the May 28th broadcasts. Probable replacements will be Guy Lombardo for Benny and Percy Faith for Bergen. . . . Lum 'n' Abner series went off the air Wed. nite on CBS. Future plans for the team are indefinite, altho' there's a strong possibility they may return in the fall in a TV stanza. . . . Jack Pearl's next return to showbiz will be via Monte Proser's new TV show, in the character of a comic niteclub owner. . . . Rudy Vallee, between shows at the Roosevelt Grill, deep in plans for a new type teevee variety show. . . . The TV assembly line is about ready for efficient mass production. One plant is now geared to produce at the rate of 150,000 per month. . . . Eddie Cantor's recent smash at Carnegie Hall may lead to a fall series on B'way. . . . TV schools are rushing research on Hollywood's technicolor techniques for planned courses in makeup for color video. . . . The band biz is alert to the news that Willard Alexander, instrumental in forming many of the top name bands, is set to launch a few new band sensations he's been quietly grooming. . . . Groucho Marx asked a woman contestant on his quizzer how old she was. The woman replied she was approaching 40. "From which direction!" he snapped.

☆ ☆ ☆ ☆

Ode to Spring:

Spring is here and the flowers bloom,
Colorfully ending winter's gloom;
On bended knees, we ask you: PLEASE
Lift the "bloomin'" TV freeze.

. . . Bob Bright

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** The trade now ranks Billy Eckstine alongside Crosby, Como and Sinatra. The shrieking fans now invading the Paramount Theater is the reason why. . . . Gertrude Niesen's ma ailing. . . . Last quarterly report of MGM records puts Geo. Shearing, the blind British pianist, at the top of the money-making list for instrumentalists. Only a year ago, he worked for tea-and-crumpets money on 52nd Street. . . . Columbia's legal dep't may toss lawsuits against other disc manufacturers who advertise "Long Playing Records." It's a copyrighted name. . . . Jack Carter's hilarious monologue last week-end lampooning H'wood war films was author'd by Coleman Jacoby and Arnie Rosen, two of the stem's swifter minds. The boys got no program credit and this is merely to set things right. . . . Everybody has his own pet sign-off for the phone or a letter—but the one that keeps sticking to my mind is Geo. (The Real) McCoy's admonition to "Keep livin'."

☆ ☆ ☆ ☆

● ● ● By way of breaking in the two unit system when the Friday nite Ford-TV Theater goes once-a-week next Fall, Kenneth Buckridge has been moved up to director for the version of "Father Malachy's Miracle," via CBS on May 5th. Emily Hosmer, script girl, moves up as his assistant director. Marc Daniels, regular director, goes to Palm Beach for a brief vacation and returns to supervise the Ford stanza on May 19th.

☆ ☆ ☆ ☆

● ● ● Edith Oliver, who prepares the questions on "Take It Or Leave It," recalls when an elderly school teacher hesitated between two categories—Sex Appeal or Which Is Larger (Geography). She selected Sex Appeal. The question came up: "Who was the original sweater girl, Lana Turner, or Ann Sheridan?" The contestant didn't know and cried out: "Oh, dear, maybe I should have taken 'Which Is Larger!'"

☆ ☆ ☆ ☆

LOS ANGELES

PAUL CARSON, organist NBC's "One Man's Family" is off with his first commercial recording for Tempo Records. "The Rosar" backed by "Moonlight Madonna" the pipe organ. . . . Penny Singleton "Blondie" of the movies, will have her own air show which is slated to be launched by NBC within the next two months. The show will be titled "Penny". . . . The new Abbott and Costello contract with Universal-International Pictures will allow the comics to go into TV in 1951. . . . Garry Moore is the rumored replacement in a brand new show idea, "Rate Your Mate." . . . All Jones and his actress-wife, Irene Hervey, will both share in the writing and production of their five-week quarter-hour airshow to be taped during their forthcoming European tour covering England, France, Ireland, Scotland, Italy, etc. Program, to be released in the U.S. beginning in June, will feature Alan and Irene in interviews with residents of cities where they're appearing, songs by Jones. . . . Jack Bailey ("Queen for a Day") Bailey is excited about the TV version of Mutual's "Comedy of Errors," which turned out so well that it will be kinescoped this month for national sponsorship through DuMont Television.

"Murder At Midnight" Starts May 1 On ME

"Murder at Midnight," a new Mutual series will not be heard at midnight, but from 9:30 to 10 p.m. (EST) on Monday nights, beginning May 1. The programs, produced by Louis G. Cowan, will present such classic stories as Robert Louis Stevenson's "Suicide Club" and other suspense tales. Premieredrama will be "The Dead Hand" by Robert Newman.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
HENRY GREENFIELD, Mgr. Director
WEVD
117-119 W. 46 St.
N.Y. 19

★ **AGENCY NEWSCAST** ★

THE KATZ AGENCY, INC., radio station reps, will move on April 29 to 488 Madison Avenue. The new phone number is PLaza 9-4460.

JACKSON TAYLOR has been selected a vice-president of Lennen & Mitchell, Inc. Prior to his joining the agency in March of this year, he was a vice-president of McCann-Erickson.

GEORGE F. CARUSO has joined the copy staff of Rea, Fuller & Co., Inc. He was formerly with Fred Rudge, Inc.

THE LIME COLA COMPANY of Chattanooga, Tenn., has appointed Nelson Chesman Company to direct advertising for its new Lime Cola beverage. Account executive is James R. Fox.

MAIZIE V. ELENZ has joined the copy staff of Ruthrauff & Ryan, Inc. She was formerly with C. L. Miller Co.

GILMAN SULLIVAN has joined Geyer, Newell & Ganger as assistant to the president. He was formerly vice-president and account executive with Federal Advertising Agency.

ROBERT M. DONALDSON has joined the merchandising department of Young & Rubicam, Inc. He was formerly director of sales and advertising for Magnetic Power, Incorporated.

HAL BROWNE has been appointed director of radio and television at Alfred N. Miller Advertising. He was formerly with WMCA, New York.

J. B. CLARK of WBT, Charlotte has been named promotion director of North Carolina's three largest fairs for the 1950 season. They are the Cleveland County Fair of Shelby, Southern States Fair of Charlotte and the N. C. State Fair at Raleigh.

Radio Sales Announces Personnel Changes

(Continued from Page 1)

Radio sales development for AM and TV. Succeeding him is Thomas Dawson, who has been an account executive for Radio Sales' N. Y. and Chicago offices and was previously with WCCO, Minneapolis. Fred J. Mahlstedt, currently mgr. of research and promotion, becomes general service mgr. in charge of the research, promotion, program, traffic, clearance, and contact departments of Radio Sales. Announcement of the boosts was made by Carl J. Burkland, general sales mgr.

Olympic Radio Shows 360% Net Earning Rise

Record net income of \$368,454, up more than 360 per cent from \$79,270 in the corresponding 1949 period, was shown by Olympic Radio & Television, Inc., for the three months ended March 31, last, it has been announced by Adolphe A. Juviler, president.

Final results for the quarter were after giving effect to a \$227,000 provision for Federal income taxes in contrast to no tax liability a year ago. They were equal to \$1.44 a share on 256,667 outstanding common shares and compared with 30 cents a share earned on an equivalent capitalization in the like 1949 quarter.

Stork News

An eight-pound, one-ounce daughter was born Sunday night, April 23, in New York Hospital to Fred Thrower, ABC vice-president in charge of sales, and his wife, the former Marion Kendall Hodge of Montreal, Canada.

Ask Curtailed Power Of CBC In Canada

(Continued from Page 1)

Advertisers, comprising some 150 major industries which advertise nationally, suggested that the CBC's regulatory powers over Canadian radio be handed over to some other body not competing with the private radio industry.

While not opposing the principle of Government regulation of broadcasting, it criticized legislative provisions "which give the CBC anomalous powers over an industry in which the CBC itself competes."

Brief by Church of England

Turning to problems of broadcasting in Canada, in a submission the Church of England said its belief was that the basic unit of society was the family, and every larger social unit must respect the integrity of the smaller.

"For this reason we hold it to be a function of the CBC to seek out and to stimulate artistic activity in local communities. If national broadcasts tend to be confined to a few areas, that stimulus will be lost and the creative activity of the small unit will atrophy."

Grim Signed By WCCO

George Grim, WCCO newscaster-commentator and columnist for the Minneapolis Tribune, has signed an exclusive three-year contract with WCCO, CBS outlet, it was announced by Gene Wilkey, station mgr. Grim's quarter-hour early-morning newscasts are heard six days weekly and commentaries three nights weekly.

Jesse Maas Hospitalized

ABC newswriter Jesse Maas enters Manhattan's Hospital of Joint Diseases for an operation on Monday, May 1.

the Long Island story

LATEST CONLAN RADIO REPORT

— SHARE OF AUDIENCE —

	Morning Periods	Afternoon Periods
"A" Network— 50 Kw.	27.6	26.5
WHLI	26.7	25.9
"B" Network— 50 Kw.	10.2	8.1
"C" Network— 50 Kw.	14.3	14.3
"D" Network— 50 Kw.	10.8	13.1
"E" Independent— 50 Kw.	2.0	2.2
"F" Independent— 10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• **AND IN HEMPSTEAD 63% B M B** •

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

Hooper Takes Issue With Boston Charges

(Continued from Page 1)
plead guilty to a single statement Lawrence credits to me," Hooper said. "Did I sell Nielsen a 'dead horse'? What Nielsen bought was a method of reporting on network radio audiences. It should be clear to everyone that I didn't sell Nielsen either radio or network radio. Unfortunately for me I have never possessed any part of 'radio.'"

Submits Quotes

Hooper gave a series of quotes to substantiate the claim that radio is still an important medium. One quotation reads: "Regardless of the future heights which may be reached in radio and TV network total time sales, we believe it will take at least five years for network TV audiences to stabilize, and for network radio audiences to restabilize, into patterns describable as 'uniform' nationally or between different markets throughout the country."

"But Craig is right that radio is still the biggest thing in Boston, as well as America, and he can quote me, if he chooses, to prove it," Hooper added.

Robinson Snares 24 Sponsors On 23 Stations

After having set a few records in baseball, Jackie Robinson, second-baseman of the Brooklyn Dodgers, has racked up a record in radio of having acquired 24 sponsors on 23 ABC stations (mainly in Southern markets) since his own "Jackie Robinson Show" began on ABC in January. The show, which is heard on Sunday nights from 10:30-10:45 EST, has grabbed sponsors mainly in the department and clothing store lines, with food and drug sponsors running next. Following is the list of ABC stations carrying the show:

WHMA, Anniston, Ala., WLCS, Baton Rouge, La., WHAN, Charleston, S. C., WCHV, Charlottesville, Va., WHSY, Hattiesburg, Miss., WTJS, Jackson, Tenn., WPDQ, Jacksonville, Fla., WBIR, Knoxville, Tenn., WKLO, Louisville, Ky., WLVA, Lynchburg, Va., WABB, Mobile, Ala., CFCE, Montreal, Canada, WMPA, Memphis, Tenn., WDSU, New Orleans, La., WCH, Norfolk, Va., KPKW, Pasco, Wash., WFIL, Philadelphia, Pa., WTHH, Port Huron, Mich., WEAV, Plattsburg, N. Y., KUTA, Salt Lake City, Utah, KFMB, San Diego, Calif., WSOO, Sault Ste. Marie, Mich., and KWWB, Walla Walla, Wash.

College Expands Radio Dept.

The radio department of Indiana State Teachers' College was expanded recently with the dedication and opening of a new Communications and Mathematics Building as part of the campus. Housed in the building for radio study is a modern studio theater seating 100 and complete broadcasting facilities, linked with a local commercial station.

Petty Prefers McFarland Bill Over Truman Plan For FCC

(Continued from Page 1)

adopted a resolution opposing the plan.

Petty traced the development of broadcasting and the history of its regulation by Government, as background for the consideration of the proposed re-organization plan. Said he:

"I do not have to speak in generalities to point out the ambiguities (of the plan). For instance, the plan transfers to the chairman the 'executive and administrative functions' of the Commission, including functions of the Commission with respect to (1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."

"Even assuming that these numbered functions were recommended by the Hoover commission to be lodged in the chairman (although I am unable to find anywhere in that report a recommendation that the chairman should have the power of appointment of personnel), then what is the need of including the phrase 'executive and administrative,' and even more important, what is the meaning of the phrase? —Plan No. 11 does not define what administrative and executive duties are transferred."

Petty said the word "administrative" has come to be generally accepted as including quasi-legislative, quasi-executive, and quasi-judicial functions.

"Administrative functions," he said, "would undoubtedly include

the authority over information and publication releases of the Commission." He added that the FCC, itself, had stated that the placing of such activities under the chairman would "inevitably result in casting doubt on the objectivity of the Commission's public releases."

Petty complained also about the indefinite status of hearing examiners in the plan, saying, "an objection which is as important as the ambiguities, is that the principles of the Hoover commission report are not carried out in this plan. It was not the intention of the Hoover commission to merge the executive, legislative and judicial functions of government. Nor did it intend that regulatory agencies would be an arm of the executive branch of government. The report concerned itself with recommendations relating to efficiency within the agency itself."

"Unfortunately, however, in the President's message and in Plan No. 11 itself, ambiguities exist so as to place the regulatory agency almost beyond the arm of Congress."

Petty is "interested in economy and efficiency in government," he said, "but at the same time, I recognize the need for safeguards around political power. Hitler demonstrated that through political power this great medium, radio broadcasting, could be used for evil as well as for good. This observation is not a criticism of the present Federal Communications Commission or its staff. But it is an example of the need for Congress to retain its full supervisory jurisdiction over the Commission."

Mestre Winds Up Deal For RCA-TV Equipment

(Continued from Page 1)

receivers and that an audience of several thousand receivers would be established before CMQ-TV takes to the air.

Contracts signed yesterday call for RCA to deliver a 5 kw transmitter, four camera chains, a mobile unit, a three-bay super turnstile antenna and film equipment for both 16 and 35 millimeter. Other equipment will include a kinescope production unit.

Mestre may complete deals for American films while in New York. He said, however, the problem of finding film to which Spanish commentary could be duped in is a difficult one and added that he would welcome inquiries from film companies who have TV subjects which are adaptable to Spanish language usage.

Not Worried About Interference

The Cuban broadcaster sees no danger of interference of television signals from Florida with the Cuban station or similar interference from Cuba. He explained that Havana is 210 miles from Miami and that no TV signal will carry that far.

Technicians from Cuba accompanied Mestre to the United States and for the past two weeks have been taking a looksee at TV station operations. They have also visited the RCA labs at Princeton, N. J.

The development of a Latin-American network of TV stations which would interchange film program and would service stations in Havana, Mexico City and San Juan. Puerto Rico may come as a sequel to the establishment of CMQ-TV in Havana.

West Hooker Productions Announce
PREMIERE PERFORMANCE SUNDAY NIGHT, APRIL 30, 1950

MOSS HART'S
"ANSWER YES OR NO"

with

MOSS HART • KITTY CARLISLE
RUSSEL CROUSE • ARLENE FRANCIS
BENNETT CERF • PHYLLIS CERF

10:30-11:00 P. M. Sunday Nights — NBC Television

Sponsored in N. Y. by Emerson Television and Davega Stores
(Thru Ben Sackheim, Inc.)

Available in all other markets—contact your local NBC representatives

WEST HOOKER Productions Corporation

2 WEST 46 STREET, NEW YORK 19, NEW YORK JUDson 2-3026

Creators of "Say It With Acting" — NBC-TV Sundays 6:30-7:00 P.M.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 27, 1950 — TELEVISION DAILY is fully protected by register and copyright

CBS' ELECTRONIC COLOR SYSTEM

TELE TOPICS

COL. JOHN R. HOWLAND, of Zenith Radio Corp., speaking at the Chicago meeting of the Society of Motion Picture and Television Engineers, spoke in refutation of the claims for theater television made by Spyros Skouras, president of Twentieth Century-Fox, by maintaining that theater TV is merely phonevision in another—and cheaper—form. "Zenith has thought of opposing the granting of frequencies for theater television," Colonel Howland said, "on the contrary, we favor it. (But) why should not the public be permitted to see these same films and other events in their homes for a fee?" He declared that Zenith has offered to pay every producer the same rate for his films that he would charge any other theater with the same audience. Phonevision, or subscription television, is scheduled to start on an experimental basis this fall in Chicago in 300 homes.

OUR counsel has advised us that under these circumstances the producers cannot legally refuse to rent us films," Colonel Howland pointed out. Television, and not phonevision, is threatening to put theaters out of business, he maintained. On the other hand, phonevision offers for the producing companies a second economic leg on which to stand survive. In this manner, he continued, the producers will be able to maintain continued top quality production in an otherwise declining market and thus the public will be benefited.

AS a special service to women broadcasters, the Department of Defense has inaugurated a monthly news and feature story service, entitled "Defense News for Women." Given the special female slant, the feature items will be generally on food, clothing, education, medicine, and women in the service. Feature copy is being prepared by the Radio and Television Branch of the Office of Public Information headed by Charles E. Dillon. This has also been the source of such productions as: "The Armed Forces Hour," NBC-TV; "Time for Defense," ABC; "Air Forces Hour," Mutual, and "Defense Report," heard weekly on more than 500 indie stations.

A \$100,000,000 a year television industry for Canada is being stifled because private enterprise cannot proceed with their development plans, the Radio Manufacturers' Association of Canada has charged. The Association made this charge at a joint conference at Ste. Adele, Quebec, with its United States counterpart, the U.S.R.M.A. Television in Canada is being blocked even though private enterprise is ready to go ahead without government plans, the association declared.

British Firm Sells CBC TV Equipment

Montreal—A British firm will provide television studio equipment for the CBC production centers at Montreal and Toronto it was announced here by Donald Manson acting general manager of the Canadian Broadcasting Corporation as the result of tenders called for in February. The corporation will buy more than \$300,000 worth of equipment made by Marconi's Wireless Telegraph Company Limited of Chelmsford, England.

The equipment will be delivered early in 1951. It includes camera chains, control and test equipment and accessories to equip two "live" program studios, one film projection unit and a master control at each point. The order is being placed through the Canadian Marconi Company which will install the equipment. Six firms submitted tenders including two British companies and the submission of Marconi's Wireless Telegraph Company was the best. Mr. Manson said this television equipment, the first order by the CBC apart from the two transmitters being provided by Canadian firms will be made according to specifications drawn up for operation under the Canadian standards and conditions.

Sees TV-Circuit Use For Defense Training

Chicago—Establishment of closed circuit TV networks primarily for the mass training of Armed Forces personnel, but also including possible civilian defense and industrial training needs, was foreseen yesterday at the 67th semi-annual convention of the Society of Motion Picture and Television Engineers at the Drake Hotel.

Navy Now Experimenting
E. Arthur Hungerford, Jr., director of the television project of the Special Devices Center of the Office of Naval Research, disclosed that the U. S. Navy has been conducting the most extensive experiment in mass education by video ever undertaken since early in 1946. "Television will not replace local instructions," he said, "but it does promise to supplement instruction by bringing the expert, with his carefully rehearsed over-all presentation, to large numbers of classrooms simultaneously, achieving an effectiveness and a standardization of training never known by any other method."

Hungerford added that effectiveness of TV instruction was demonstrated by the Census Bureau this year with several groups of enumerators trained by television at the Navy center.

New TV Center May Rise On Hackensack 'Meadows'

(Continued from Page 1)

in the trade," and that state aid in developing highways and parking facilities is now under study by state authorities.

High rents, shortage of space, poor parking facilities and nearness to transmission facilities were advanced by Governor Driscoll as the prime factors leading to the interest in development of the New Jersey area. Both offices and studios might be located in the area along the Hudson ranging from the mid-town Lincoln tunnel end on the Jersey shore to the George Washington bridge approach.

Technical data on the area and its adaptability is now being developed, the Governor said, and indications are that important operating economies could be realized. The area is only 20 minutes driving time from Times Square, he said. The state is definitely ready to cooperate in

procuring of land, roadbuilding and other necessary projects.

He said it is not now possible to say whether the state might itself procure the land and lease to broadcasters, but from the way he spoke generally it seemed that he contemplates land purchase by broadcasters.

Driscoll would not identify the broadcasters who have been interested in making the move. He said there is no move under way, so far as he knows, to entice TV and radio licensees to move out of Philadelphia into New Jersey land across the Delaware from that city.

The Hackensack "Meadows" comprise a vast marshland, perfectly level and easily reclaimable in the manner as was done in the building of the Newark Airport. The area suggested by Governor Driscoll lies north of the airport.

Columbia Exhibits Non-Mechanical Color Video

CBS yesterday demonstrated to the FCC and the working press in New York an "all-electronic CBS color television system receiver, of projection type and giving a picture equivalent to a 22-inch tube." In addition CBS vice-pee Adrian Murphey claimed the development of a CBS horizontal interlace principal which Dr. Peter Goldmark told the Commission "almost doubled the potential ceiling of performance of the CBS system," last month.

Columbia also announced the development of a "brand-new, remarkably compact color television camera chain" which is currently being readied for tests for industrial use.

FCC Members Present

CBS showed its color system to the FCC Commissioners and the press separately. The Commissioners were not available to the press for questioning.

Columbia demonstrated three separate tests which included a demonstration "of an all-electronic single tube, single gun, three image, projection-type color receiver using CBS field sequential color standards," the effect of long persistence phosphors in raising Flicker Threshold, and a demonstration of the f.s. CBS system under comparative conditions which included a 4 mc. video bandwidth as viewed on receivers now installed in the homes of FCC members, a 4 mc. bandwidth employing horizontal interlace, and a 9.6 mc. video bandwidth which was equivalent to the overall resolution of present black and white 525 line pictures.

Actually, to the layman, there was relatively little difference in the color definition of the various parts of the demonstration. Model Patti Clayton exhibited a variety of silk and cotton scarves of vivid color which came over quite clearly to viewers.

Present at the CBS demonstrations in addition to CBS personnel and the Commission were representatives of RCA, CII and others interested in the current Commission color hearings and members of the general radio and television trade press.

Plan New TV Factory

Columbus, Ind. — Noblitt-Sparks Industries, Inc., manufacturers of Arvin radios and television receivers, have announced plans for construction of a new teletest factory to be completed by July 1.

PROMOTION

Plugs Builders' Show

Dayton, O.—WING utilized booth space at the 1950 Builders' Show to publicize its 25th anniversary.

Motif for the WING display was furnished by a three-tiered 4½ foot cake, ten feet in diameter. The huge cake was done in white and silver and featured 25 lighted candles. Pictures of WING personalities on blue, white and silver posters flanked the cake on each side.

A blue and silver backdrop proclaimed . . . "25th Anniversary, WING The Dayton Station."

Each evening of the Builders' Show WING gave away to the person holding the lucky number a small (edible) replica of the display cake. Atop the smaller cake were the words . . . "WING, 25 Years." The approximately 10,000 persons who attended the Builders' Show were urged to take a chance on the anniversary cake by a poster which said: "We knew you were comin', so we baked a cake."

Only discordant note in the anniversary proceedings came April 17, when Mary Lou Rowe of Dayton, age 3, placed her hand in the middle of the giveaway cake and made a considerable dent in its decorations. WING account executive George Lening, who was conducting the cake drawing, had a few bad moments.

Things brightened up for Lening however, when Mrs. Robert C. Rowe . . . Mary Lou's mother . . . held the lucky number in the cake drawing.

Will Install Relays

A multi-channel microwave relay system, capable of handling eight simultaneous telephone conversations, is to be installed by the Gulf, Colorado, and Santa Fe Railway System to facilitate its communications in the Gulf area. A joint announcement of the proposed system came from William Balderston, proxy of Philco Corp. which is supplying the new railway equipment, and F. G. Curley, president of the Santa Fe. Specifically, the system will link the railroad's offices at Galveston with Beaumont, Texas, by an operation of three automatic unattended radio repeater stations. In making the announcement, Curley revealed that the Santa Fe has made greater use of radio than any other railroad in America.

Transatlantic Discussion

On a trans-Atlantic broadcast over WWVA, Wheeling, W. Va., and the BBC Sunday (1:30-2:00 p.m., EDT) students of Great Britain and the U. S. will discuss the controversial subject of socialized medicine. The thirty-minute debate will have speakers with views of both sides while Dr. Wilbur Cramblet, pres. of Bethany College, will be the moderator in America, and Richard Dimbleby of the BBC will be moderator in London. The tiff takes place on WWVA's "Junior Town Meeting."

COAST-TO-COAST

Students To Operate WSTC

Stamford, Conn.—Students of the city high school here will take over the operation of WSTC and WSTC-FM on Wednesday, May 10, for a complete broadcast day from 6:30 a.m. sign-on to midnight sign-off, as part of a program to show these future leaders of the community the part radio plays in the life of the area, and to enable students interested in radio work to practice their skills in actual broadcasting operations. Under supervision of the regular WSTC staff, the students, selected by Barbara Kane of the high school staff, will cover and report news for the stations' 11 daily newscasts, handle all the announcing duties, work with the station's engineers, write copy and continuity and will present a series of programs especially prepared for the day.

WMCP Re-Broadcasting WQQW Show

Baltimore, Md.—On April 28th, in co-operation with the Advertising Club of this city, WMCP-FM has made arrangements to re-broadcast the Budapest String Quartet from the Library of Congress in Washington. The program, which will feature the celebrated English pianist Clifford Curzon, will include the Piano Quartet in G Minor by Mozart and Piano Quintets by Brahms and Dvorak. WMCP-FM is taking the broadcast from WQQW-FM in Washington, and will feed the Fine Music Network which comprises five stations in Pennsylvania and one in New Jersey.

Special 2 Hour Program To Open Harlem Studios

A special two-hour broadcast featuring Billy Eckstine, Hazel Scott, Joe Louis, Jackie Robinson and many other stars will mark the opening of WLIB's new Harlem studios in the Hotel Theresa on Saturday, April 29. Air time for the show is from 5:00 to 7:00 p.m. and it will be carried by the Voice of America for transmission overseas. The station will also launch a new series of programs from the studios beginning on May 1, Harry Novik, general manager of the station disclosed. Lorenzo Fuller, currently appearing in the show "Kiss Me Kate" will conduct "Harlem Frolics" over WLIB, Mondays through Saturdays from 7:00 to 7:45 a.m.

A morning news show conducted by Joe Bostic with special emphasis on Harlem news will be heard every day except Sunday from 7:45 to 8:00 a.m. In another presentation, Ruth Ellington James will be heard in a program angled toward women. The show "Breakfast at the Theresa" will be aired Mondays through Fridays from 9:00 to 9:30 a.m. Following from 9:30 to 10 a.m. will be a recorded show of Negro vocal artists.

Series Set In Co-Op With BBC

Worcester, Mass. — Latest of WTAG (and FM's) BBC shows is a weekly ET feature called "London Music Hall." Presented with co-op of BBC, programs are packaged locally with WTAG-written intros and closings. Promotion capitalizes on the George Melachrino Strings (featured orchestra), whose recording of "La Vie En Rose" is currently working its way upward on popular record parade.

Promotes Song Writing Contest

Washington, D. C.—WWDC's Jackson Lowe is now on the lookout for original songs written by amateur song writers in this city. The local competition is an exclusive with Lowe's nightly "1260 Club" and is open to anyone with the exception of professional song writers. It's a part of the National Disc Jockey Contest for New Songs.

Mike May Joins WXGI

Richmond, Va.—Mike May has joined the staff of WXGI as chief announcer, replacing Bill Newman. Prior to joining WXGI, May served as chief announcer of WCSI, Columbus, Indiana.

SAN FRANCISCO

By NOEL CORBETT

HOOD RUBBER CO. through McCann Erickson has taken two one-minute film announcements twice a week, on KRON-TV.

Kerr Glass Mfg. Co. has signed for a participation schedule in KBCS' Housewives' Protective League. Dan B. Miner is the agency.

Colgate Palmolive Peet Co. has signed for 52 weeks participation in the "Bob Callahan" show over KCBS Monday through Friday; Sherman and Marquette is the agency.

RCA Victor Division, for Toscanini Concert Tour, has signed for a series of announcements on KRON-TV through the J. Walter Thompson Company.

Here's some new KRON-TV business: "42" Products, Ltd., for their shampoo have signed through McNeill and McCleary of Los Angeles; 26 weeks, Monday through Friday; on "Your Home," one-minute film spots with live tie-ins. This is an afternoon women's program. . . . Mother's Cakes and Cookies, through Ralph Jewell Ad of Oakland, have signed Monday through Friday on "Exclusively Yours," with Marjorie Trumbull, participating live commercials.

The stars of today and tomorrow are



Yours for more Sales
... with the new era in

Thesaurus

Swing and Sway with
Sammy Kaye

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!



recorded
program
services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 20

NEW YORK, FRIDAY, APRIL 28, 1950

TEN CENTS

GEN. CLAY DECLINES RMA PRESIDENCY

Nation's TV Audience Shows Sharp Increase

Over Five Million Sets In Use, NBC Reports

Television sets-in-use have jumped from 1,447,000 on April 1, 1949 to 5,343,000 as of the same date in 1950, according to a statement issued yesterday by Hugh M. Beville, NBC director of research. Total sets-in-use a month ago were 4,835,000. NBC revealed that four-fifths of the televi-

(Continued on Page 7)

Baseball Decision Favors Radio Outlet

In what may be a precedent making decision, the Springfield, Mass. farm club of the Chicago Cubs yesterday granted unrestricted rights for commercial broadcasts of big league games in its area. The club had the right to prohibit the airing of major league games in its area

(Continued on Page 4)

Station Making Bid For Auto Listeners

In another bid to strengthen its out-of-home audience this summer, WNEW will present traffic reports covering a three-state area each weekend, beginning May 12. With an unusually heavy volume of traffic anticipated, the station has ex-

(Continued on Page 8)

Fish Story

The fishing season will open on May 1 in the heart of Chicago's loop with women participating in the Mutual web's "Ladies Fair" show performing as anglers. Emcee Tom Moore will conduct the fishing contest and prizes will be awarded to the women contestants catching the most fish. A special fishing tank is being placed on a loop corner.

Battle For Prestige

The battle between NBC and CBS to establish which network has the greatest listening audience has been the subject of discussion in the trade since both webs launched a series of page advertisements in the New York dailies. NBC is basing its audience claims on the Second Study of Broadcast Measurement Bureau while CBS emphasizes that its network audience is confirmed by current surveys of the Nielsen Radio Index automatic recorders.

Sales Standards Planned For AM-TV

Standards for advertising and selling of radio and television sets and home appliances have been agreed upon by leaders in the New York area and the Better Business Bureau is now working on the task of drafting the standards, Hugh R. Jackson, president of the bureau announced yesterday.

Jackson said the standards were approved unanimously at a meeting on Tuesday attended by a cross section of the industry. The group recommended that the bureau prepare

(Continued on Page 6)

WEEI, Boston, Reports Jump In AM Audience

Boston—Figures indicating an increase in radio listening in the Boston area despite the competition of two TV stations were released yesterday by WEEI, CBS outlet for the New England area.

The figures, based on a five county survey by Pulse, show an increase in the number of radio sets in that section. In January, 1948, (before TV,) there were 776,360 receivers

(Continued on Page 2)

New Officers Named By AAAA Yesterday

New officers and governors of the six sectional councils of the American Association of Advertising Agencies were announced yesterday. All except the Pacific Council completed elections recently. Pacific elections were held in October.

The Boards of Governors of the councils are as follows:

New York: chairman, J. Davis Danforth of BBD&O; vice-chairman, Fletcher D. Richards of Fletcher D. Richards, Inc.; secretary-treasurer, John E. Wiley of Fuller & Smith &

(Continued on Page 4)

Camels Buys Summary Of MBS Baseball Reports

A five-minute summary of major league baseball games following the broadcasts of the "Game of the Day" over Mutual, will be sponsored by the R. J. Reynolds Tobacco Company, makers of Camel cigarettes, beginning May 2, Adolph N. Hult, network sales v-p announced yesterday. The scoreboard will be presented Mondays through Saturdays throughout the season. Al Helfer

(Continued on Page 2)

Named Chairman For "Freedom Crusade"

General Lucius D. Clay has turned down an offer to head the Radio Manufacturers Association and will accept the chairmanship of a "Crusade for Freedom" to be launched under the sponsorship of the National Committee for a Free Europe. The announcement of Clay's acceptance was made

(Continued on Page 3)

Commission Weighs Movie-TV Arguments

Washington Bureau of RADIO DAILY
Washington—Members of the FCC are having difficulty in separating the motion picture from the TV industry in their thinking as they review the arguments of industry counsel during the hearing Monday on a uniform anti-trust policy. Contention of the lawyers was that monopolistic practices in one indus-

(Continued on Page 3)

DST Plans Completed By Webs And Stations

When Daylight-Savings Time becomes effective at 2:00 a.m. on Sunday (30th), the four major networks will again use the plan of furnishing stations on Standard Time with a one-hour recorded delay service

(Continued on Page 3)

1,000 Expected To Attend Ohio State "U" Conference

Columbus—Television will vie for interest with some international aspects of radio at the 20th annual institute for education by radio, sponsored by Ohio State University, opening here Thursday. The four-day conference is expected to attract 1,000 delegates from industry

and various phases of commercial broadcasting.

Dwight Herrick, radio chief for the Supreme Command of Allied Powers in Japan, former NBC public service executive, will fly to the U. S. to make a "Report on Japan"

(Continued on Page 3)

Drops Application

WOR yesterday asked the FCC to dismiss its application for a new directional antenna. The station's request for the antenna has been bitterly fought by the CAA on grounds of airline safety. The matter was the subject of 23 days of hearings by the FCC and the filing of numerous legal documents by other parties interested in the case.



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ROME BUREAU John Percicarl Ludovisi 16

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FINANCIAL

(April 27)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zonith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes DuMont Lab., Stromberg-Carlson.

Dr. Frigon Recovers

Montreal — Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation, who has been ill since last December, will return to his duties Monday, it was announced yesterday. During his absence, Donald Manson, assistant general manager, took over his administrative duties.

KGW PORTLAND OREGON advertisement with logo and text: THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET. AFFILIATED WITH NBC. REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

★ COMING AND GOING ★

ARTHUR HULL HAYES, vice-president of CBS in charge of the San Francisco office, has arrived in town from the West Coast on a short business trip.

DON DUNPHY, American network sports-caster, tomorrow will be in Detroit, where he will cover the Ray Robinson-Ray Barnes bout, which will be broadcast over ABC.

VIOLA BECKER, of the V. S. Becker Productions, will spend today in Philadelphia on business.

WILTON GUNZENDORFER, sales manager of KYA, San Francisco, has arrived in Gotham. He formerly was associated with KROW in Oakland, Calif.

CARL BURKLAND, general sales manager of CBS Radio Sales, has left for a brief holiday in Florida.

JEAN HERSHOLT, star of the "Dr. Christian" series on CBS, on Sunday will arrive in New York for a five-week stay, during which time the program will originate here. On the May 17 stanza the Dr. Christian Awards will be announced, and on May 24 the winning script will be broadcast.

HUGH M. P. HIGGINS, general manager of WMOA, Mutual network affiliate in Marietta, Ohio, has arrived in New York for a few days on station business.

JOHNNY O'CONNELL, account executive for Associated Program Service, is on a swing through the New England states. He'll be back on Monday, May 15.

GALEN DRAKE, commentator on WCBS, returning to New York and will broadcast from here on Monday after having vacationed for a month in Florida.

WEEI, Boston, Reports Jump In AM Audience

(Continued from Page 1)

and in January, 1950, a total of 839,110 were reported. Pulse found 229,077 listening to WEEI between 6 p.m. and midnight during January, February, 1950, as compared to 210,599 in January and February, 1948. In the 6 to 8 p.m., period there were 62,933 listeners in January and February this year compared with 41,973 for the same months in 1948. The 8:00 to 10:00 p.m., period showed 99,854 for 1950 as compared with 83,209 for the first two months of 1948.

Huffington Leaves WSAP

B. Walter Huffington, mgr. of WSAP and WSAP-FM, Portsmouth, Va., has resigned that position and been succeeded by Jack Norfleet, member of the station's sales staff. Huffington, who was previously Natl. Dir. of radio for the Red Cross, has not announced future plans. In past years he has been associated with WTMA, Charleston, S. C.; WPTF, Raleigh, N. C.; WTAR, Norfolk, Va., and during the war he was regional radio director for the OWI for Virginia and Carolinas.

Camels Buys Summary Of MBS Baseball Reports

(Continued from Page 1)

who heads the group of sportscasters covering the game, will be featured. Agency is William Esty and Company.

Engagement Announced

The engagement of Miss Felicia Warburg, daughter of Mrs. J. S. Warburg of New York and Paul Felix Warburg of London, England, to Robert William Sarnoff, son of Brig. General and Mrs. David Sarnoff, was announced yesterday. Mr. Sarnoff is associated with the TV department of the National Broadcasting Company.

Will Sponsor Singer

The Consolidated Tea Company, Inc., will sponsor Robert Franc in Folk Songs of The World over WFDR each Sunday evening from 5:00 to 5:30 p.m., effective May 7th. The program, now heard each Thursday evening at 10:15, offers music and stories of the world as seen and heard by Franc during his years in concert and opera in many of the countries of the world.



The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

For the full W-I-T-H story, call in your Headley-Reed man today.

CKLW advertisement: Now Covering 17,000,000 Population Area in 5 States! 50,000 WATTS in the middle of the dial 800 kc. CKLW MUTUAL. The DETROIT AREA'S Better Than Ever Buy! Adam J. Young Jr., Inc. National Representative. Guardian Building Detroit 26 Michigan. J. E. Campeau, President.

W-I-T-H advertisement: FM WITH AM. Baltimore 3, Maryland. TOM TINSLEY, President. Represented by Headley-Reed.

New Officers Named By AAAA Yesterday

(Continued from Page 1)

Ross, Inc.; and other governors, T. Hart Anderson of Anderson, Davis & Platte, Inc., Don Francisco of J. Walter Thompson Company, Walter Weir of Walter Weir, Inc. and Alvin H. Kaplan of Kaplin & Bruck.

New England: chairman, Edward F. Chase of Harold Cabot & Co., Inc., Boston; vice-chairman, George C. Wiswell of Chambers & Wiswell, Inc. of Boston; secretary-treasurer, Harold I. Reingold of The Reingold Company, Inc. of Boston; and other governors, Julian L. Watkins of H. B. Humphrey Company of Boston and Frederick C. Noyes of Horton-Noyes Company of Providence.

Atlantic: chairman, Frank C. Murphy of Geare-Marston, Inc. of Philadelphia; vice-chairman, A. E. Morgan of The Richard A. Foley Advertising Agency, Inc. of Philadelphia; secretary-treasurer, Robert Arndt of John Falkner Arndt & Company, Inc. of Philadelphia; and other governors, Wesley M. Ecoff of Ecoff & James, Inc. of Philadelphia, Wilbur Van Sant of Van Sant, Dugdale & Company, Inc. of Baltimore and Theodore A. Newhoff of Theodore A. Newhoff of Baltimore.

Michigan: chairman, J. L. McQuigg of Geyer, Newell & Ganger, Inc. of Detroit; vice-chairman, F. W. Townshend of McCann-Erickson, Inc. of Detroit; secretary-treasurer, Carl Georgi, Jr. of D. P. Brother & Co., Inc. of Detroit; and other governors, Willard S. French of Brooke, Smith, French & Dorance of Detroit and Elliot E. Potter of Young & Rubicam, Inc. of Detroit.

Central: chairman, Henry H. Haupt of BBD&O, Chicago; vice-chairman, A. H. Fensholt of The Fensholt Company of Chicago; secretary-treasurer, Rolland Taylor of Foote, Cone & Belding in Chicago; and other governors, John F. Davis of The Griswold-Eshleman Company of Cleveland, Oakleigh R. French of Oakleigh R. French & Associates, St. Louis, John F. Whedon of Young & Rubicam, Inc. of Chicago, George Reeves of J. Walter Thompson Company of Chicago, John M. Willem of Leo Burnett Company, Inc. of Chicago and Holman Faust of Schwimmer & Scott, Inc. of Chicago.

Pacific: chairman, George Weber of Mac Wilkins, Cole & Weber, Seattle; vice-chairman, L. C. Cole of L. C. Cole Company, San Francisco; secretary-treasurer, Merle W. Manly of Botsford, Constantine & Gardner, Portland; and other governors, Barton A. Stebbins and H. O. Nelson of R. and R.

Ave Maria Hour
WMCA — Sunday — 6:30
15th year as the number one
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** Mrs. Gertrude Berg will do her movie version of "The Goldbergs" during her 3-month hiatus from radio and TV. One of the major syndicates, incidentally, is interested in doing a comic strip based on the series. . . . Big changes rumored in top personnel at RCA-Victor. . . . A Third Ave. shop has a picture of Al Jolson and Eddie Cantor shaking hands. The sign above it reads: "Antiques for Sale." . . . Allen Funt going to expose the rackets as a regular part of his TV series. . . . Marlene Dietrich discussing a regular radio series. . . . MCA working on a TV sponsored deal for Bob Monroe's "High Adventure." . . . Lisa Kirk leaving for H'wood June 3rd. Producers of "Kiss Me Kate" so anxious to keep her here they'd give her star billing if she'd stay. . . . One of the diners at McCarthy's steakery wondered what comedian the film, "The Big Lift," is based on. . . . Ralph Paul starts his 3rd year announcing "True Detective Mysteries." . . . West Hooker-Frederick turned down several offers of full network sponsorship for Moss Hart's "Answer Yes or No" to keep the show on a co-op basis. Wayne Wirth is producing the series. . . . A radio actor's son came home after finishing his first term, and pop wanted to know if he was promoted. "Better than that," said the kid. "I've been held over 26 weeks."

★ ★ ★ ★

● ● ● Everyone connected with the Phillips H. Lord office (originator of "The Black Robe") is equipped with cards to invite people with interesting and unusual faces to appear on the program. Patty Lord, the producer's teen-age daughter, who also distributes invitations, was having lunch with her father and noticed a person nearby to whom she had given a card. She mentioned this to her father, who turned around to see who it was. "Patty," he remarked, "that was a very good selection for the show, but he's already working. That's Boris Karloff!"

★ ★ ★ ★

● ● ● The life of a television emcee ain't all beer and skittles, as the sayin' goes. Take Jerry Strong, popular emcee of Hecht Co. TV Shopper's Review in Washington, D. C., for instance. During the past week alone, he's taken a header into a huge cake, been sprayed by buckets of water, showered by a bushel of feathers and gone over with whipped cream by an over-zealous contestant. Audience-wise, all this is getting the long-suffering Mr. Strong terrific results. His daily session has grabbed up two-thirds of the viewing audience between 2 and 3 p.m. via WNBW, according to the latest survey.

★ ★ ★ ★

● ● ● Don't be surprised if Emilio Azcarraga, Mexico City movie and radio tycoon, buys a Gen'l Electric television transmitter and introduces the bull fights and other sporting events via theater television in Mexico this fall. Azcarraga, now in Europe, has already completed construction of an experimental TV theater and has exclusive rights for televising the bull fights.

★ ★ ★ ★

● ● ● **APPLAUSE DEP'T:** Bobby Colt's record-breaking date at the Chez Ami in Buffalo. . . . Bill Tabbert's songs at the Penthouse Club. . . . New Cathy Mastice waxings. . . . Bert Ventura's pianotes at Le Vouvray. . . . Sheriff Bob Dixon's "Chuckwagon" series via CBS-TV. . . . Ving Merlin and his all-girl ork being held over at the New Yorker. . . . Gene Williams' Mercury version of "Rain." . . . The keyboard magic of Eleanor Eden at Bertolotti's.

★ ★ ★ ★

Baseball Decision Favors Radio Outlets

(Continued from Page 1)

within a half hour prior to or immediately following its game time.

Earlier this week, a fight had loomed with WXTL in West Springfield refused to drop its broadcast of Boston games, thus challenging organized baseball's broadcasting and television code. The code says, no station within 50 miles of a park in organized baseball could broadcast or televise a "foreign" game when one was being played in the park.

Commenting on the waiver of the rights, L. A. Reilly, president of WXTL, said that "radio and baseball won complete victory."

Kentucky Case Pending

In another action involving broadcasts of games, WNOP in Newport, Kentucky, seeking Mutual's "Game of the Day," has filed a protest with the FCC because it was not granted the broadcast rights. WCPO, across the river in Cincinnati and regular Mutual affiliate, carried the Cincinnati games and did not seek the Mutual game rights. Mutual, in turning down the WNOP request, said that its agreement with Baseball did not include the rights for the area. Conferences will be held this weekend with the American League to consider the dispute.

Set For Summer

For the first time in fifteen years "The Shadow" will remain on Mutual in its 5 to 5:30 p.m. (EST) Sunday position during the summer hiatus. Beginning June 11, the show will be sponsored on the full network by Grove Laboratories, Inc. of St. Louis.

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Non-Scheduled, Non-Regular
Common Carrier

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AIR LINES**



AM-TV EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, April 28, 1950

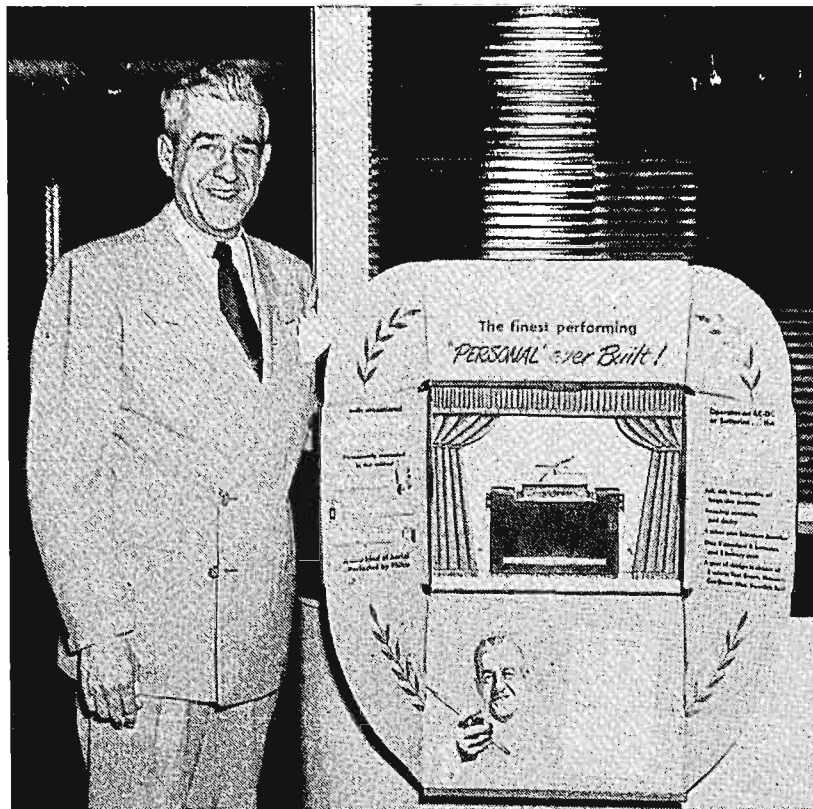
BALCOM TO HEAD SYLVANIA'S BOARD

DuM "Interim" Line Features 5 New Sets

Five new television receivers unveiled by Allen B. DuMont Laboratories, Inc., this week.

Termed an "interim" line, the new sets, according to Ernest A. Marx, general manager of the receiver sales division, are greatly improved receivers and prices on two of the new units have been reduced up to 10 per cent over previous models.

Included in the new "interim" line is the "Putnam," a 12½-inch portable model, with FM radio and phono-jack for attachment or a record player. This set will retail for \$69.50. Next in the line is a 12½-inch tube console model with FM radio and provision for a record player attachment. Called the "Guilford," this set will list for \$329.50. The third set, known as the "Window," is a 19-inch console, containing an FM radio, phono-jack and provisions for UH frequency conversion which will list for \$495. The fourth model in the line is the "Sherbrooke," an entirely new 19-inch tube console combination, with both FM and AM radio and a built-in record player for all three speeds. Fifth is the "Hanover," a 19-inch console with doors, at \$595.



Albert J. Rosebraugh, Philco's radio sales manager, demonstrates a unique display case which contains an actual Philco new personal portable radio as well as order blanks and the visual sales story. The display folds up into a compact leatherette salesman's case for easy handling and has been sent to all 125 Philco distributors to introduce their new portable model. This novel merchandising idea has stimulated a record breaking volume of orders for the new radio.

F. A. Poor Named Vice-Chairman; Sales Rising

Boston—Max F. Balcom was elected chairman of the board of Sylvania Electric Products, Inc., succeeding the late Walter E. Poor, at a meeting yesterday of the company's board of directors, following the annual meeting. Frank A. Poor, the company's founder, was elected vice-chairman.

The company also announced the election of three new directors: Edward J. Poor, who resigned as chairman in 1943, Richard L. Bowditch, president of C. H. Sprague & Son Company, and H. Ward Zimmer, vice-president in charge of operations.

Stockholders at the meeting here were told by Don G. Mitchell, president of Sylvania, that first quarter sales and earnings were the best the company ever enjoyed in any peace-time initial quarter.

Citing figures, Mitchell said that sales of \$29,347,911 compare with \$27,108,895 in the first quarter of 1949. Earnings of \$1,225,844, were equal to 77 cents per share on the company's outstanding common stock (1,456,550 shares), after deducting dividends of \$1.00 per share on the \$4 cumulative preferred stock.

ENGINEERS—CONSULTANTS

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DAVENPORT, IOWA
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GEORGE P. ADAIR

Radio Engineering Consultants
Executive 1230
Executive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

New Majestic Distributors

Majestic Radio & Television, Inc., Brooklyn, N. Y., has added six new distributors to the list of authorized sales agencies for their line of radio and TV sets, according to Louis Silver, vice-president of the firm. The new distributors include: Edward Einhorn, Norfolk, Va.; Electric Wholesale Supply Co., Jackson, Mich.; Group Parts, Inc., Syracuse, N. Y.; Ott Distributors, Inc., Harrisburg, Pa.; Pan American Electronics, Laredo, Tex., and Radio Parts Co., Saginaw, Mich. Silver said that by the end of 1950, he expects an increase of 50 per cent in the number of distributors who will be selling Majestic TV.

Sold To All Star Products

The American Steel Package Co., Defiance, O., has sold all its operating assets to All Star Products, Inc., which will continue to manufacture radio condensers. All Star Products was recently incorporated to buy American Steel Package assets. William F. Reiter and James Behringer, of the new organization, are former officers of American Steel Package Co.

Appointed Adv. Manager

W. E. McWhorter has been promoted to advertising manager of Owens-Illinois Glass Company's Kimble division and American Structural Products Co., a subsidiary. McWhorter, with Owens-Illinois since 1944, supervised introduction of American Structural's new rectangular television tube to the industry.

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TRAINING IN ALL
PHASES OF RADIO,
FM AND TV

LICENSED OPERATORS,
TECHNICIANS AVAILABLE

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Television Consultant

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NEW YORK 20, N. Y.
Tel.: CO. 5-6848

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Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingwood 7631

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3803
WASHINGTON, D. C.

PLUG TUNES

Riding For A Hit!
"BUFFALO BILLY"
 Laurel Music Corp.
 1619 Broadway
 New York 19, N. Y.

a hit — A Hit — A HIT
"CHUG-A-LUG"
 Recorded by KAY KYSER
MICHAEL MUSIC CO., INC.
 1619 Broadway New York City
 Jerry Johnson
 Gen. Mgr.

I WISH I KNEW
ASK MY HEART
 RCA-Victor Records by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

Another BMI Pin-Up Hit!
DON'T SAY GOODBYE
 Published by Mellin
 Recorded by
 Jerry Wayne (Col) Vic Damone (Mer)
 Fran Warren (Vic) Russ Case (MGM)
 S. Evans (Coral)
 Licensed exclusively by
BROADCAST MUSIC, INC.

WILHELMINA
 From 20th Century-Fox's
"WABASH AVENUE"
 recorded by
 JAN GARBERCapitol
 EDDY HOWARDMercury
 DANNY KAYEDecca
 KAY KYSERColumbia
 BENNY LEELondon
 ART LUNDM-G-M
 FREDDY MARTINRCA Victor
LEO FEIST, INC.

WORDS AND MUSIC

By TED PERSONS

● ● ● Two events turned the spotlight on the music business the past two weeks and the resultant prestige gains were the talk of the radio and television trade. The first, previously reported here, was the reception given to publisher representatives of BMI at the NAB convention in Chicago. The second was the annual ASCAP business meeting, in New York, on Tuesday afternoon, followed in the evening by the Annual Dinner at the Plaza Hotel. Many distinguished guests were present including: Hon. Herbert A. Bergson, Assistant Attorney General of the U. S.; Judge Robert P. Patterson, former Secretary of War; Hon. Sam B. Warner, Register of Copyrights; Hon. Sigmund Timberg, Chief of the Judgements and Judgement Enforcement Section, Department of Justice; William S. Hedges, Robert P. Myers, Thomas H. Belviso and H. F. McKeon, NBC; Julius F. Brauner, CBS; Joseph A. McDonald and Walter C. Tepper, ABC; Frank White and James E. Wallen, MBS; Theodore C. Streibert, WOR.



● ● ● Parade has just issued the first Mishel Piastro record ever, his radio contract having prohibited him from waxing up to now. Piastro and His Famous Strings have cut ten compositions (all Alpha Music owned arrangements) on two sides of a long-playing disc. . . . Buddy Friedlander, disc flack for Fran Warren and Gene Williams, landed himself a similar stint for Milton Berle. . . . Rose Hanken, everybody's sweetheart and nobody's fool in the music business, has gone in for herself. She will supply a long-felt want thru her services as "composers,' authors' and artists' secretary." . . . Abe Bloom is back on the job at Southern Music—and looking swell—after a four-weeks' illness. A tune that is no doubt helping to put the roses back in his cheeks is "Busy Line," by Murray Semos and Frank Stanton, recorded by Tony Pastor (Columbia). . . . George Pincus of Shapiro-Bernstein reports a flock of incoming plugs on "Outgoing Tide," the tune penned by Mabel Wain and Lou Brown—with records by Perry Como, Vic Damone, Jo Stafford, Russ Morgan and Vera Lynn all released and working for the cause. . . . BMI has made available in brochure form the reprint of an article from Notes, "the quarterly journal of the Music Library Association." This little work of art, "Lingo of Tin-Pan Alley," was written by Duchess Music's Arnold Shaw to show "how those who write, publish, and plug pop songs talk and think about the fabulous business of making song 'hits.'" So you want to find out? So latch on to a copy!



● ● ● Louise Carlyle joins Lanny Ross in a five-across-the-board quarter-hour sponsored by Gulf on WOR and the Mutual net, starting May 1st. Wonderful! But why hasn't some discery recognized her caramel voice for the sure-fire bet it is? . . . And while on the subject: Can it be that Leslie Scott has not yet inked a recording contract? . . . Out of Paris, Texas, comes a folksy ballad titled "Say When" which has publishers here scrambling for it with Leeds in the lead. The tune came to notice via a recording (prophetically labelled Royalty) made by Jim Mercer, the writer. . . . The Patti Page record of Mack David's "I Don't Care If the Sun Don't Shine" (Paramount Music) going great guns. . . . Hank Sylvern and Mimi Benzell have just recorded 10 classical numbers for World Transcription. The first session proved to be such a success that the maestro and the singer will meet again in the near future to cut another series. . . . Spike Jones writes, "Considering that up till now no one's been able to dance to our particular style of music, it is very gratifying to know that our first attempt to record dance music for RCA Victor has met with such great success. We don't know the exact sales figures on our "Charleston Album" but we hear it's sold over two million copies of Sloan's Liniment."



Sales Standards Planned For AM-TV

(Continued from Page 1)
 the final draft and asked that all advertising media cooperate in enforcing the standards.
 The printing and distribution of the standards to the entire trade should be completed within the next few weeks, Jackson said. Included in the text of the standards are "bait" advertising, unfair competitive claims, misleading heads and illustrations, trade-in allowance guarantees, trial offers, prize contests, imperfect and second-hand merchandise, advertised credit terms, extra charges, description of make, year and model, unprovable statements, performance claims, tube count, claims for antenna efficiency, television picture size, refrigerator capacity and home freezers.

All Fields Represented

Attending the Tuesday meeting were: Ira Kaplan of Emerson, N. Y.; Gerald O. Kaye of Bruno, N. Y.; Ben C. Kaplan of Motorola, N. Y.; Robert Gross of Gross Distributors; Roland V. Guilford of DuMont; William Parnell of Philco Distributors; J. A. Kerr and S. J. Welsh of General Electric; A. Davega of Davega Stores; Max Kassover and Leon Mesnik of Vim; Vincent Jaffer of Times Square Stores; Paul Tille of Michael Brothers; Howard Kufon of Ludwig Bauman; Seymour Fogelson of Sachs Quality Stores; Richard Falcone and James P. Butler of Gimbels; and Hal Davis of Abraham and Strauss.

Send Birthday Greetings To—

- April 28
 Lionel Barrymore Jack Herlin
 Hugh McCartney Marion Taylor
 Michael Fitzmaurice
- April 29
 Duke Ellington Dick Leibert
 Jan Martin Harry N. Dittman
 Mary Chase John Maxwell
 Robert Eastman
- April 30
 Bea Wain Ed Krug
 Frank Abbott
- May 1
 Howard Barlow Jackie Heller
 Ina George Pack Parr
 Kate Smith
 Helen Sutton Newman
- May 2
 Morton Gottlieb Dorothy Dunn
 Bing Crosby H. L. Blatterman
 Doris Fisher Philip Thompson
- May 3
 Don Ameche Mary Astor
 Nick Dawson Curt Massey
 Fort Pearson Mary Small
 Irving Fogel Peter Irving
- May 4
 Gray Gordon Walter Vaughn
 Jane King

TELEVISION DAILY

Section of RADIO DAILY, Friday, April 28, 1950 — TELEVISION DAILY is fully protected by register and copyright

500,000 SETS INSTALLED IN MARCH

TELE TOPICS

TV COVERAGE of baseball took a stride forward on Wednesday night with the WOR-TV telecast of the Brooklyn Dodgers-Gillies ball game at Ebbets Field. Through the use of the Zoomar lens and the placement of four video cameras at advantageous positions on the field, WOR-TV was able to bring close-ups of players in batting stances, character studies of pitchers, and the dramatics of hassles incident to the game right into the viewer's living room. The excellent coverage was achieved through the placement of a camera in a box between home plate and third base; another behind the home plate; a third on the first base line, and a fourth near the Dodger dugout. Equipment costing approximately \$300,000 is used, according to Jack Poppele, WOR vee-pee in charge of engineering.

NBC-TV HAS SOLD the Zeke Manners video show to the Western Stove Company as a nine-station West Coast package. . . . Billy Oltman of East Patagonia, N. Y., was selected as the "Howdy Doodie Boy of 1950" from among 17,000 contest entries. . . . NBC-TV premieres "Answer Yes or No," a panel quiz show which pits husband against wife, on Sunday evening. Broadway playwright and producer Moss Hart will emcee. . . . WATV yesterday telecast Eleanor Roosevelt's address before the New Jersey Branch AAUN. . . . "Take Me Out to the Ball Game," featuring Jim McManus, now a regular tele program over WMAR-TV. . . . WDTV moves into its new quarters on May 1. . . . Art Jarrett adds another tele program to his WGN-TV chores today. . . . Jack Carson and Lola Albright have been inked-in as Maggi McNellis' first guests on her new WCBS-TV show which bows next Wednesday.

JIM LEAMAN, in from Hollywood for the Screen Directors Guild, met Wednesday night with a group of about 25 NBC directors and assistants to outline the DG's position with regard to the coming jurisdictional dispute with the Radio and Television Directors Guild. . . . John W. Robinson of the University of North Carolina, and Frank Gilroy of Dartmouth were elected as winners of the second stage of CBS' script writing contest. . . . Donald Dahlman has joined WLW-T's sales staff. . . . DuMont has cut "Starlit Time" to a one-hour presentation. . . . Roberts and Carr Productions have moved to larger offices at 48 W. 48th Street in N. Y. . . . Bob Schroeder has joined WDTV as account exec. . . . Bill Post, veteran announcer, has returned to KSL-TV after a fifteen-year absence. . . . Edward Brends will cast and direct the new "Beulah" series on video.

NTEFC To Meet In May

The meeting of the National Television Film Council, originally scheduled for April 26, was not held, according to an announcement yesterday by Melvin L. Gold, president. The meeting was cancelled, Gold said, because of the recent testimonial given Bill Roach, NTEFC vee-pee on April 10. Gold said the next meeting will be held at a membership luncheon on May 25. The chief topic of discussion at that time will be a TV-Film manual for stations which is now in production under the aegis of the Television Station Committee Chairman, Robert Paskow.

SAG Moves For NLRB N. Y. City, TV Stations Recognition In S. Cal. Meet On Education

West Coast Bureau of RADIO DAILY

Hollywood — The Screen Actors Guild has taken action to force an issue in its jurisdictional battle with the Television Authority. SAG filed on Wednesday a petition with the Los Angeles regional office of the National Labor Relations Board which called for a representation election and certification as bargaining agent for "all actors employed by all motion picture producers in the Southern California area."

The Guild included in its petition all producers currently making TV films including NBC, the Compton Agency, Y&R, and the Procter and Gamble Company.

Statement by Reagan

Highlighting the fact that the Guild's position was aimed at Television Authority and its supporters, Actors Equity, the American Association of Radio Artists and other Eastern talent organizations, Ronald Reagan, SAG president issued a statement which follows:

"The leaders of the new union, Television Authority, have sought to veil their attempted power-grab by claiming that they represent the

A meeting between representatives of the City of New York and metropolitan tele stations, held Wednesday, is the first step toward the development of a series of in-school educational programs to be telecast next fall, according to Clifford Evans, director of television and motion pictures for the City of New York.

Evans said the meeting, which was attended by Frank Young of WPIX, Ted Cott of WNBT, John Wingate of WOR-TV, Ben Fox of WABD and Ruth Trexler of ABC, might also be the stepping-off point for another series of educational programs to be produced cooperatively by the stations and the city's Board of Education and School Board as supplementary educational material.

performers in motion-pictures used in television. This is their opportunity for a definitive showdown with the Screen Actors Guild, which for the last thirteen years has been and still is the only legal collective bargaining representative for actors in motion pictures, however exhibited."

McConnell To Discuss TV At Press Promotion Confab

Milwaukee—An address by Joseph H. McConnell, president of NBC, will open the 20th Annual National Newspaper Promotion Association convention to be held here May 14 through 17, it was announced yesterday. McConnell will discuss "Television Today—Its Past, Present and Future."

Another highlight of the NNPA convention will be the first public release of a two year's study of video's effect on sports attendance which will be offered to NNPA members by Jerry N. Jordan of the University of Pennsylvania.

Other television discussions slated

for the convention will be an analysis of TV's effect on newspaper circulation by Belden Morgan of the Hartford Courant; the effect of TV on newspaper advertising by Jerome Stolzoff, vee-pee of Milwaukee's Cramer-Krasslet Agency; methods of launching and promoting a new video station by Fred Lowe, NNPA president and promotion director of the Norfolk Newspapers; and using television to promote newspaper circulation by George Morris, promotion director of the New York News.

Lowe's papers recently launched WTAR-TV in Norfolk, and the News owns and operates WPIX.

NBC Research Says TV Sets Jump To 5,343,000

(Continued from Page 1)

homes of the nation can now receive network programs via the interconnected cables or relays. The NBC-TV web currently consists of 29 interconnected NBC stations representing a total audience of 4,235,000.

Beville says that there are currently a total of 103 stations operating in 60 markets. This, he continues, leaves only six stations and three markets with construction permits outstanding.

Several Markets Not Yet Covered

Markets still not covered by video stations which have received FCC CP approvals include Lansing, Kalamazoo and Nashville. When these cities are serviced, there will be no new television cities until the Commission lifts the "CP freeze" currently in operation.

Other comparison figures released by NBC Research reveal a startling jump in video sets-in-use in the four leading cities of a year ago. These are: New York from 535,000 to 1,225,000; Philadelphia from 140,000 to 428,000; Chicago from 125,000 to 455,000; and Los Angeles from 112,000 to 462,000. Other leading 1950 cities are: Baltimore, 158,000; Boston, 339,000; Detroit, 212,000; and Cleveland, 200,000.

Benham Joins KTTV

Hollywood — Edward E. Benham was appointed assistant chief engineer of the Los Angeles Times-CBS television station, KTTV, according to Joe Conn, acting chief engineer. Benham was in the radio broadcast industry for four years before the war, and was commissioned in the Navy for five years. During his war service, he was assigned to television and electronic work at Radio Corporation of America.

No False Alarm

WGN-TV's remote camera crew was busily engaged covering a ball game when the station's news room received word of a terrific fire in progress. Frustrated for only a few moments due to the lack of another remote crew, the WGN program department simply pointed a studio camera out of a Trib Tower window to get some spectacular pictures of the blaze which was in progress only a short distance away.

COAST-TO-COAST

Reports On Navy Activities

San Francisco, Calif.—Jim Grady, reporter on KCBS' "This Is San Francisco" program, and Grant Holcomb, director of news for KCBS, inspected facilities at the Naval Ordnance Test Station at Inyokern recently. Both Jim and Grant did broadcasts on the Navy's progress on rockets and guided missiles.

WMAL Special TB Program

Washington, D. C.—"TB Treatment and Control" was the subject of discussion at 10:30 Monday night, April 24th over WMAL. The program was planned during the annual National Convention of the Tuberculosis Association. Taking part in the program were Dr. James E. Perkins, managing director of the National Tuberculosis Association; Dr. Esmond L. Long, director of medical research of the National Tuberculosis Association; Dr. H. McLeod Riggins, New York physician and Dr. Robert J. Anderson, chief of the division for TB of the U. S. Public Health Service.

Sowers Promotion Mgr. At WHBC

Canton, O.—Millard B. Sowers has been appointed promotion manager of WHBC, replacing Julius Glass, now associated with WGAR in Cleveland. Sowers was a former full-time instructor of speech and radio at Kent State University and was also instrumental in establishing the "Radio Workshop."

WBEN Staff Changes

Buffalo, N. Y.—To enable WBEN to more effectively carry on the increasing operations resulting from television, A. H. Kirchhofer, vice-president of WBEN, Inc., has announced two organizational changes. C. Robert Thompson, WBEN station manager, has been appointed general manager. In his new capacity, Thompson will continue to supervise all WBEN activities, but also will concentrate on the work of WBEN-TV. Frank W. Kelly, who has been assistant station manager in charge of sales, is now manager of WBEN under the new set-up and will be in direct charge of the operations of WBEN, which includes WBEN-FM.

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California Commentary

By ALLEN KUSHNER

● ● ● Hank Hope, 26-year-old nephew of Bob Hope, has been signed by KFVB to star in his own disc jockey show every night from 12 to 1 a.m. Hank starts his program within the next two weeks. He will spin platters and do interviews during his stanza. . . . Arnold Gross and Budd Grossman ended their first year of broadcasting "Helpfully Yours" on KFI-TV, last week, under sponsorship of the Broadway stores. Occasion was celebrated with signing of a new 13-week contract for continuance of hour-long daytime TV show. . . . Georgia Gibbs has been set to guest star on Ed Wynn's TV show May 4th. . . . Since CBS has banned Patty Andrews' solo of "I Wanna Be Loved," the singer is being ribbed by sisters LaVerne and Maxene. They call her "Naughty Patty." . . . Frank DeVol and his Orchestra will play for the Duarte charities dance at the Casino Gardens on May 5, sponsored by the Tau Epsilon Phi fraternity of UCLA. . . . The Dominion-wide Canadian Network is negotiating to use Meredith Willson's Flagstaff air series. . . . Jack Bailey has joined Hope and Crosby in owning a ball club—his name goes on the back of the uniforms of the Don Lee-Mutual network softball team. . . . Cathy and Elliott Lewis have moved into their new Beverly Hills home. . . . Jerry Lawrence and Bob Lee, writers-producers of "Young Love" and "Favorite Story," are writing and producing a half-hour radio show for CARE, to open CARE WEEK, May 1-7. This show, "No Laughing Matter," will feature six comedians: Eddie Cantor, Phil Harris, Celeste Holm, Bob Hope, Kay Kyser and Hal Peary. It will be broadcast coast-to-coast over NBC.

Hollywood

● ● ● Walter White, Jr., president of Commodore Productions and Artists, Inc., Hollywood, arrives in New York, May 1st, staying at the Ritz-Carlton. He will introduce the new Commodore Production "The Clyde Beatty" show. Commodore produced the Hopalong Cassidy transcribed show and is planning to launch something new in television which also takes producer Shirley Thomas to New York. . . . ABC's "Surprise Package," will originate from Portland, Oregon, May 2 thru 5, as a special attraction of the Greater Portland Industries Exposition. Emcee Jay Stewart and his entire production staff will make the trip. . . . Anne Sterling, NBC television star, will leave for Rome, Italy, in June for two-months stay. . . . Irene Ryan of the Bob Hope airshow has been set for a series of theater appearances in mid-summer with TV guest-spots also slated in New York.

● ● ● Plans are now under way for Walter O'Keefe and the entire crew comprising his popular "Double Or Nothing" NBC program to make a movie based on the five-times-weekly quiz show this summer with O'Keefe in the starring role. Movie will be scripted by Carroll Carroll and songs by O'Keefe and Irvine Orton, including the song team's latest, "When the Sun Goes Down." . . . Jack Smith and Margaret Whiting are honor guests at the Blue and White Ball, given by the Alumni Marymount College at the Beverly Hills Hotel, May 1. . . . Philip Reed is up for the starring role in a TV film series, "Central Park," to be produced in New York. Reed would play a young Manhattan cop. . . . Jean Hersholt, "Dr. Christian" will broadcast the Dr. Christian Show from New York for five weeks. . . . Hal Peary and Walter Teitley will do a series of personal appearances together this summer, opening at the Shamrock in Houston, Texas. . . . Southern California Broadcasters Association said its goodbye to Director William B. Ryan, general manager of KFI who becomes general manager of the NAB next month, at a farewell luncheon in Hollywood Roosevelt Redwood Room, April 27th SCBA president William Beaton, manager of KWKW, presided.

AGENCIES

JAMES S. BACHARACH has joined the copy staff of Charles Dallas Reach Company, Inc. He was formerly with Ruthrauff & Ryan, Inc.

TRAVIS WELLS has joined the Griswold - Eshleman Company, Cleveland and Louisville as a co-executive. He formerly had his own agency in Los Angeles.

PEGGY STEVENSON CLAGES has been named an account executive with Ketchum, MacLeod Grove, Inc. of Pittsburgh. She is home economics editor and advertising writer.

COMMERCIAL RADIO SERVICE advertising agency, will change name to Luotto Advertising Agency on May 1. The agency's work is not altered in any way.

Station Making Bid For Auto Listeners

(Continued from Page 1)
panded its coverage this year and will air road conditions almost hourly during critical periods.

Two-way radio equipped scooters of the New York Auto Club will broadcast latest data over WNEW via a direct line between the station and the club. In addition state police from New York, New Jersey and Connecticut will be contacted as will police in counties near New York.

On holiday weekends, one Douglas Leigh's blimps will radiate information on strategic centers. Alternate routes and safety spots will also be run.

Through October 1, the report will be carried on Fridays at five, 7:30, eight, nine, ten and 11 p.m. On Sundays, the times will be four, five, six, seven, 7:30, eight, 8:30, nine, 9:30, ten, 10:30 and 11 p.m. On seven, eight and nine on Monday morning, data will be aired.

Cisco Kid Sold On WXYZ

Detroit—James G. Riddell, president of WXYZ and WXYZ-TV, announced that Packers Super Markets, Inc., have purchased "The Cisco Kid," twice weekly on WXYZ. The transcribed package show produced by Frederic W. Ziv, will be heard Tuesdays and Thursdays from 8:00 to 8:30 p.m., EST. The contract effective May 16, is for 52 weeks and was placed by W. B. Doner, Inc. of Detroit.

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